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## THE POTENTIAL OF THE BIOGRAPHICAL APPROACH IN THE CONTEXT OF THE ANALYSIS OF THE ROLE OF FAMOUS PERSONALITIES IN THE WORLD CULTURE (THROUGH THE EXAMPLE OF ZBIGNIEW BRZEZINSKI'S LIFE)

**The purpose of the work** is to study the potential of the biographical approach in the context of the analysis of the course life of famous people. **Methodology** of the research consists in the applying historical, cultural, biographical and interdisciplinary methods, which helped to research and discover the potential of the biographical method. **Scientific novelty** of the research comprises the understanding of the necessity of the appliance of the biographical material for the attributing sense-forming factors of the domestic cultural studies and national and cultural traditions. The important task for the cultural reflection is the usage of biography as a basic component for the definition of the role and meaning of a personality itself in public life, incorporation of the personality in the system of cultural values, definition of the typical peculiarities of social and cultural adaptation of the personality. Besides, the research is done on the basis of Zbigniew Brzezinski's course of life, a famous man, who wasn't practically presented in the cultural discourse in Ukrainian science. **Conclusions.** A considerable property of the biographical method is a usage of the concepts of the course of life due to which biography is structured into the integral, continuous succession of the stages of the course of life, so biography is considered as a succession of events in the course of time. There could be added that we understand biography as the reproduction of the course of life together with the analysis of the formation and development of the personality as premises for the analysis of the creative possibilities of a person. The usage of biographical method in practice predetermines the formation of the model of a personal cultural reality – the picture of the "World of Culture", in which a person embodies himself in the unity of his cultural objective reality. Consequently, the experience of biography opens considerable potential possibilities of the usage of the biographical method for the comprehension of the problem of the compensatory influence of the culture. Also biographical method of the research of the phenomena of the creative development and creativity can be applied not only to individuals, but to their creative teams in different spheres of creative activity. Namely that's why the analysis of the specificity of the group cultural creative work as a practice of the mastering of the life world is defined as a perspective for the further researches.

**Keywords:** biographical method; life way; biography; way of life; life activity; determinations of life activity; Zbigniew Brzezinski.

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**Потенціал біографічного підходу щодо аналізу ролі видатної особистості у світовій культурі (на прикладі життя Збігнева Бжезінського)**

**Мета роботи** – проаналізувати потенціал біографічного підходу щодо аналізу життєдіяльності видатних особистостей. **Методологія** дослідження полягає у застосуванні історичного, культурологічного, біографічного, міждисциплінарного та теоретико-узагальнюючого методів, які допомогли розкрити потенціал біографічного методу та дослідити життєпис З. Бжезінського. **Наукова новизна** дослідження полягає в розумінні необхідності залучення біографічного матеріалу для створення смислоутворювальних чинників вітчизняної культурології та національно-культурної традиції. Важливим завданням для культурологічної рефлексії є використання життєпису як наріжної складової для визначення ролі і значення окремої особистості у суспільному житті, залучення індивідуума до системи культурних цінностей, визначення характерних особливостей соціокультурної адаптації особистості. Крім того, дослідження здійснено на прикладі життєвого шляху Збігнева Бжезінського, видатної людини, яка майже не була презентована до культурологічного дискурсу української науки. **Висновки.** Значним набутком біографічного методу є використання концептів життєвого шляху, через які біографія структурується в цілісну безперервну послідовність етапів життєдіяльності, тобто життєпис розгортається як послідовність подій у часі. Додамо, що відтворення життєвого шляху з аналізом становлення та зростання особистості як передумови аналізу творчих можливостей людини ми розуміємо як життєпис. На практиці застосування методу біографії передбачає створення моделі персональної культурної реальності – картини «світу культури», у якій людина уособлює себе в цілісності свого культурного буття. Отже, досвід аналізу життєпису відкриває значні потенційні можливості використання біографічного методу для осмислення проблеми компенсаційного впливу культури. Також, біографічний метод дослідження явищ творчого розвитку та креативності може застосовуватися не лише до окремих

персоналій, але й до творчих колективів у різних сферах творчої діяльності. Саме тому аналіз специфіки групової культуротворчості як практики освоєння життєвого світу визначимо за перспективу подальших наукових досліджень.

**Ключові слова:** біографічний метод; життєвий шлях; життєпис; спосіб життя; життєва діяльність; детермінанти життєдіяльності; Збігнев Бжезінський.

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**Потенциал биографического подхода в контексте анализа роли выдающихся личностей в мировой культуре (на примере жизненного пути Збигнева Бжежинского)**

**Цель работы** – изучить потенциал биографического подхода в контексте анализа жизненного пути выдающихся личностей. **Методология** исследования заключается в применении исторического, культурологического, биографического и междисциплинарного методов, которые помогли исследовать и раскрыть потенциал биографического метода. **Научная новизна** исследования заключается в понимании необходимости привлечения биографического материала для создания смыслообразующих факторов отечественной культурологии и национально-культурной традиции. Важной задачей для культурологической рефлексии является использование жизнеописания, как краеугольной составляющей для определения роли и значения отдельной личности в общественной жизни, включение индивидуума в систему культурных ценностей, определение характерных особенностей социокультурной адаптации личности. Кроме того, исследование осуществлено на примере жизненного пути Збигнева Бжежинского, выдающегося человека, который почти не был презентован в культурологическом дискурсе украинской науки. **Выводы.** Значительным достоянием биографического метода являются использование концептов жизненного пути, из-за которых биография структурируется в целостную непрерывную последовательность этапов жизнедеятельности, то есть жизнеописание раскрывается как последовательность событий во времени. Добавим, что воспроизведение жизненного пути совместно с анализом становления и роста личности как предпосылки анализа творческих возможностей человека мы понимаем как жизнеописание. На практике использование метода биографии предусматривает создание модели персональной культурной реальности – картины «мира культуры», в которой человек олицетворяет себя в целостности своего культурного бытия. Следовательно, опыт анализа жизнеописания открывает значительные потенциальные возможности использования биографического метода для осмысления проблемы компенсационного влияния культуры. Также, биографический метод исследования явлений творческого развития и креативности может применяться не только к отдельным персоналиям, но и к творческим коллективам в разных сферах творческой деятельности. Именно поэтому, анализ специфики групповой культуротворчества как практики освоения жизненного мира определим за перспективу дальнейших научных исследований.

**Ключевые слова:** биографический метод; жизненный путь; жизнеописание; способ жизни; жизненная деятельность; детерминанты жизнедеятельности; Збигнев Бжежинский.

The topicality of the research. The question of the development of the uncommon, talented, creative personality should be integrated into the wide cultural context nowadays as the personality appears to be a cultural object that is formed under the influence of self-creation and self-realization in the life process and the usage of the biographical method for understanding deep foundations of the cultural-forming process and compensating, creative function of the culture stipulates the topicality of the research.

The purpose of the work is to study the potential of the biographical approach considering the life and work of the famous personality on the basis of the life of Zbigniew Brzezinski.

Presentation of the basic materials. Zbigniew Brzezinski passed away on May 26<sup>th</sup>, 2017 at the age of 90. We remember him as one of the United States' foreign policy ideologists, world-famous political scientist, who was able to predict the future. He worked as the security advisor of the President J. Carter. This person was among the co-founder (together with David Rockefeller) of the tripartite commission. These are the factors that explain why we have chosen this very person to discuss an individual's impact on philosophy and cultural studies.

A number of fundamental scientific works are dedicated to the consideration of a person in his living space in philosophy, they investigate the bases of human existence. Among them there are the works of O. Valevskiy, L. Vardomatskiy, T. Holubovych, O. Kryvstun, E. Sokolov, Yu. Lotman and others. When it comes to psychology, we should keep in mind that its theoretical and empirical studies of human life are done by numerous schools, for instance, K. Abulkhanova-Slavskaya, N. Longinova, R. Akhmerov, F. Vasyliuk, S. Golovakha, Ye. Zlobina, O. Kronik, D. Leontiev, O. Sapogova and others focus on absolutely different aspects: the problems of life and personal crises; special periods of personal development; the human limitations; the implementation of behavior regulating the higher needs; the means of human existence formation. Both, philosophy and psychology form a conceptual apparatus based on philosophic constructs, which is further developed and interpreted in the global context of culture creation.

One of the main tasks of philosophic reflection is to use Z. Brzezinski's biography in describing and understanding the topical issues of culture creation: the role and meaning of forming social life, engaging an individual into the system of social values, defining the specific characteristics of a person's sociocultural adaptation etc. The abovementioned issues can be generalized from the following points of view: the biographical material is important for the philosophic reflection as one of the system-forming factors in human-

istic discourse. It allows determining the integrative factors, the action of which reflects the contemporary sociocultural space in the context of globalization and culture formation.

The analysis of biographical material becomes useful for realization the set of task, as it helps to comprehend the lifestyle and determines a person's way of life, his or her existence world, life relations etc. This defines a human life as a process of creation. At the same time, using this concept of creativity helps to define the specificity of biographical method and to implement it for understanding the deep levels of forming culture using the biographic material of Zbigniew Brzezinski, who was an outstanding son of Poland.

We should remind that the "lifestyle" concept covers a set of life activity forms and is known as a sociological term that is used to describe the consumption culture within the last quarter of the 20<sup>th</sup> century. According to A. Flier, a person's belonging to some social group or profession, his/her background, education, religion, age and gender criteria etc., usually make a significant impact on the lifestyle parameters (those include finance, professional activity, social and intellectual interests, class and religious norms of behavior, forms of prestigious style and consumption etc.). "The customs, norms of social adequacy and the criteria of social prestige accepted in a certain environment" are the main regulative mechanism of the lifestyle [14].

Z. Brzezinski was a loyal patriot of his motherland Poland during his political carrier. Many of his political decisions should be viewed through his special attitude to Western European issues. Z. Brzezinski's subjective views were highly influenced by his biography and especially by his childhood years. At the age of 20 Brzezinski started working as an attaché in Quebec province government. At that time (1945) he was a student of Montreal McGill University (it was one of the most wide-world famous among North American universities and it was also among the top 100 universities of the world). He graduated it in 1949 and got his Master's degree in 1950. Brzezinski studies international relations and geopolitics. The main topic of his research work at the university was the national issue in the Soviet Union. After his graduation Brzezinski wanted to continue his diplomatic career like his father did, but it was impossible because he was not a Canadian citizen.

He moved to Harvard to start working on his doctoral thesis. In 1953 he became a Doctor of Philosophy. His thesis was devoted to the interrelation between the October Revolution, Lenin and Stalinist state machine. Brzezinski as a political scientist developed the Western theory of totalitarianism in the 50's, he worked on the problems of the Eastern European communist bloc (the Western influence on Soviet Union disorganization) in the 60's. Brzezinski studied the world changes because the transition influence onto the technocratic era in the 70's.

D. Leontiev emphasizes that a person can be defined with the human situation or with the way of life activity. At the same time the anthropological essence of a person "lies in the possibility of switching from one level to another, following the trajectory, which contains sections of movement onto different levels" [10]. In our opinion, it is the nonlinear trajectory that should be the object of attention while finding out our own view as for the essence of human life.

When it comes to this trajectory, Brzezinski applied for the citizenship of the United States in 1958. As Harvard refused to give him a research grant, he moved to New York, where they proposed him the position of professor at Columbia University (1960 - 1989). With the support of his university he participated in creation of Communist Affair Institute and he was elected as its first head. Soon he published his first book "Soviet Bloc: Unity and Conflict", it was dedicated to problems of the Eastern Bloc since the beginning of the Cold War. His harsh statements and successful university career attracted attention. He became a member of the International Relations Council and an honorary professor.

The concepts of "life" and "vital" are known as philosophic categories since an opposition against classical rationalism appeared in the 19<sup>th</sup> century. W. Dilthey, F. Nietzsche, H. Bergson, O. Spengler and other representatives of the modern philosophy used the analysis of life as of the primary reality.

Considering the analysis of Z. Brzezinski's life, he was an American political scientist, sociologist of Polish origin. He was a scholar at the Center for Strategic and International Studies at John Hopkins University and was known as the author of his most famous book "The Grand Chessboard: American Primacy and Its Geostrategic Imperatives" [3]. According to his official biography, Zbigniew Brzezinski was born in Warsaw in a family of the Polish diplomat Tadeusz Brzezinski (1896 - 1990) and Leonia (born Romana). But the other sources state he was born in the Polish Consulate in Kharkiv on Olimpiyskiy Street, where his parents used to work. They registered him as born in Poland.

As it has already been mentioned, he moved to Canada in 1938, but he became a citizen of the United States in the 50's and continued his academic career: he graduated from McGill University with master's degree and from Harvard University with PhD in political science (1953). Later he worked at Harvard, in 1961 he moved to Columbia University. He was assigned a member of the planning council of state department in the mid 60's.

Between 1977 and 1981 he was the National Security Advisor in Jimmy Carter's administration. He was an active supporter of the secret CIA program aimed at involving the USSR into an expensive and as distracting as possible military conflict. When the war in Afghanistan started, he wrote to the President Carter: "We now have the opportunity of giving to the USSR its Vietnam War now". In his interviews "How Jimmy Carter and I Started the Mujahideen" and "I'd do it again" Brzezinski openly spoke about the role of

CIA in training of Afghan Mujahideen. At the same time, he denied having contributed to the foundation of Al-Qaeda.

Including the idea of creativity into the sphere of life concept opens a new perspective for analysis, which enables considering the ontological structures of culture as a person's reality and seeing the creative process as a whole with the life way of a scientist rather than as an isolated sphere.

It is known that the development of a person may be represented in two main forms: as ontogenesis (as considered by psychology and physiology) or as a life way or the biographic history of a personality in the society, taken as an individual life story (as considered by social philosophy, sociology and social philosophy in the context of lifestyle, the goal and meaning of life and the life strategies of an individual). In our opinion, the concept of person's life way has not yet been properly developed in the philosophic discourse. Therefore, there is no specialized research due to the lack of adequate analysis methods.

It should be noted that the "strategy" has a symbolic meaning in social mind. Traditionally, the fate is something that is impossible to alter. Fate, viewed as the concept of universal connections, becomes one of the universal categories of culture. It helps to create a world model, a person uses to perceive the reality and to construct the world image. By creating, implementing and correcting his or her life scenario a person masters the art to live as a special ability, based on the deep understanding of the life laws, on the self-consciousness, methods and technologies of life creativity.

What's Brzezinski's world image? He explained in his book "Between Two Ages: America's Role in the Technetronic Era.", that the era of balance between nations would make way for the era of global political order, based on the trilateral economic relations between Japan, Europe and USA. The revolution in producing industries and transformation of heavy industry into electronic one would cause demolition of political systems and change of politic elites. Brzezinski was convinced that internal factors would not let the Soviet Union pass into the technocratic, postindustrial era. David Rockefeller, inspired by his concept, hired him to start the tripartite commission - he headed it. This group, officially founded in 1973, consisted of the prominent figures in the sphere of international trade and bank system, representatives of governments and large Mass Media of North America, Europe and Japan.

In our opinion it is important to emphasize that from philosophic point of view the human personality is seen within the context of the life world that it creates. This concept was introduced by E. Husserl to designate all the possible and factual levels of human life experience. Later the meaning of the "life world" concept was interpreted as an organized set of objects and phenomena, connected with the reality through life relations. The life world of a modern person consists of two dimensions: local and global, therefore the humanities should include the global context with its individual-personal dimension in everyday life into the integrative concept of culture creation.

If we consider of Z. Brzezinski's principles, we can observe the way the political scientist builds up his world and our world as well. A person creates the world, constantly transforms and improves it. Such world, or the Universe, is nothing more than a scheme, an interpretation developed by a person in order to establish him or herself in life. Therefore, the world can be seen primarily as a tool, instrument created by a person. The process of its creation is the human life and existence. According to the Spanish existentialist J. Ortega y Gasset, people are born to change the worlds.

We should keep in mind that the "life relations" concept as objective relations between the subject and a particular subject or phenomenon was proposed by W. Dilthey, who defined life through its components. "My vital attitudes always accompany me, I have a certain attitude towards things and people, I do what they expect me to do, and I expect them to do the same for me. Some contribute to my happiness, expand my existence and inspire me, while others stress me and limit me. But if one or another movement is determined in a certain direction, people always notice these changes" [6, p. 213-255].

According to D. Leontiev, life relations are defined through the objective qualities of an object or phenomenon, objective characteristics of the subject and the possibility of their potential interaction. The circle of person's life relations has a tendency to widening, since the appearance of any new life connections leads to complication of the subject's organization and facilitates the creation of new life relations [9, p. 100-109].

When it comes to life relations of the considered person, Zbigniew Brzezinski entered the pantheon of politics when he was 48. By that time, he had become a respected politician, whose opinion was always taken into account. He had already been a famous professor of several universities, including the Columbia University and Harvard, the most prominent sovietologist in the United States. Since 1973 he was the head of a large political-economic organization uniting the representatives of politics and business from all over the world. Any foreign policy action that had to do with the USSR or Eastern Europe would not be implemented without, his participation. Brzezinski became an influential figure in international relations, but until 1976 mainly as a consultant, analyst and expert. He was quoted in newspapers and interviewed. The "iron" Brzezinski (as he was called later) participated in every pre-election campaign since 1960.

Traditionally "events" were chosen as the measurement units of a life way. They were classified into external and internal, but, according to K. Abdulkhanova-Slavskaya, from the point of view of a psychologist the lines of external and internal events are parallel and never cross each other, therefore it is impossible to find

a connection between them. Moreover, the chronology of events was not related to the stages of person's achievements and the products of his or her creativity [1].

As for the achievements by Z. Brzezinski, he was awarded the Presidential Medal of Honor in 1981 for his role in the normalization of American-Chinese relations and for his contribution in the human rights and national security policy of the USA. His other honors include the Order of the White Eagle from the Republic of Poland for his contribution into restoration of its independence, 3<sup>rd</sup> class Order of Prince Yaroslav the Wise (Ukraine), Order of Three Stars (Latvia, 2007), Tocqueville Award (2011), honorary medal of Ellis Island. He was an honorary professor of numerous universities and colleges, including the Georgetown University, Fordham University and the Catholic University of Lublin.

S. Rubinstein emphasized that "the subject in its actions, in the acts of its creative performance does not only show and manifest itself; it creates and defines itself through them" [13].

It is also necessary to realize the social and cultural situation that influenced the formation of Brzezinski. He was born during a short period of Poland's independence. He was brought up with tales about Poland's liberation from German and Russian oppression. The journeys to Nazi Germany and Stalinist Russia with his father also had an impact on young Brzezinski's mind. In the Western press the Munich Agreement was seen as a division of Eastern Europe (and of Poland in particular) between Hitler and the mightiest nations of Western Europe. The loss of motherland was a traumatic event for Brzezinski's family. We should also not forget that Brzezinski as a political scientist is a product of the Western ideology. He received his education in the United States. Zbigniew Brzezinski married Emilie Benes in 1955, the daughter of Eduard Benes, the former president of Czechoslovakia (in 1935 - 1938 and 1945 - 1948). While Benes was restored in the status of nation's president after the Nazi occupation, he was pressured by the communist forces which held the seats of prime-minister, chairman and majority of the members of parliament. He was a patriot of his country and he hated such "intervention" into politics of another country. That contributed to the growth of his anti-Russian sentiment.

According to V. Miasishchev, the usage of the biographical method convincingly testifies that the personal level of person's interaction with the world is manifested in his or her activity. In our opinion, a more universal conception was proposed by B. Ananiev, who connected the biographical method with the instruments of the genetic approach to human development in the form of genetic personalistics – "the theory and method of biographical research of the life way of a person, main events, conflicts, products and values, which manifest themselves throughout the person's life under certain social and historic circumstances".

As a result of numerous researches, there is an almost unanimous and undeniable point of view that biography is a method that allows the person virtually recreate himself/ herself in the real unity of his or her unique — natural, social and cultural — Existence (Kagan, 1974). Experiencing the life events predetermines the creation of a person's thought space, within which the events and actions become a part of an integral image of the world. How does Brzezinski's integral image of the world influence us? Even after his leaving the political scene, his opinion was always considered and his prognoses were taken into consideration. He was able to see the future. Such attention to his person is not a coincidence. He was a person with an access to all confidential information about foreign policy for 10 years. In our opinion, the concept of totalitarianism is Brzezinski's model of personal cultural reality. He was the first to explain all the events in socialist countries from the point of view of totalitarian conception. He was the author of the global anticommunist conception, technotronic era theory and the conception of the American hegemony of new type.

A significant achievement of the biographical method is the usage of the concepts of the way of life, through which the biography is structured into an integral, continuous sequence of life activity quanta. They predetermine its every moment not only through the previous step, but also through all the past ones. Therefore, biography is viewed as a sequence of events in time, which had its own field.

Conclusions. A considerable property of the biographical method is a usage of the concepts of the course of life due to which biography is structured into the integral, continuous succession of the stages of the course of life, so biography is considered as a succession of events in the course of time. There could be added that we understand biography as reproduction of the course of life together with the analysis of the formation and development of the personality as premises for the analysis of the creative possibilities of a person. The usage the biographical method in practice predetermines the formation of the model of a personal cultural reality – the picture of the "World of Culture", in which a person embodies himself in the unity of his cultural objective reality.

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