

**SOCIO CULTURAL CONDITIONS OF SOCIAL ADAPTATION OF ELDERLY  
PEOPLE IN THE AGE OF FORMATION OF INFORMATION SOCIETY  
IN UKRAINE**

In most countries of the modern world the number of elderly people increases. In economically developed countries the part of senior age group varies from 12 % up to 22% from the total number of the population. According to the UNO till 2025 the number of people of 60 years old will be 1, 2 billion (in 1992 it was more than 400 million). Today every fifth citizen of Ukraine (20,4 %) has reached the age of 60. The number of people of 65 years old and older, which was 14% in 1994, will increase up to 21% in 2025.

The socio economic situation in Ukraine, changes in political and socio cultural areas, reduction of living standard of the population led to the situation when the category of aged people were left on the “roadside” of life, it became marginal. One of the main problems of senior age group is the isolation from the society, the absence of possibilities to be active participants of the formation of new socio cultural environment, limitation of the access to the process of information exchange.

Besides the Ukrainian representatives of elderly age group have a range of peculiarities in the process of social adaptation which is connected with the functioning and vital activity in the country of transit period at the post soviet areas. They spent the biggest part of their life in soviet times and they live through their own age crisis simultaneously with the ideological, social and economic crisis in the society. So, besides the accomplishment of their own age tasks, representatives of senior generation need to get adjusted to new living conditions which are not favorable for them.

So, we can state about the marginal state and unfavorable social adaptation (disadaptation) of people of this age group. Moreover the attitude to old age in the modern Ukrainian society is based on age stereotypes which are learnt from the childhood. These stereotypes are supported by cultural tradition, are strengthened by mass media and social environment. It is widely thought that senior people degrade intellectually, don't bring use to the society, don't live full life, they just live out their dates; this fact influences greatly the behavior of aged people, as a result their own self-esteem decreases. Biased attitude to aged people influences the formation of public opinion. The limits of social roles and cultural forms of activity restrict the framework of their life. Retired aged person has to adapt to new living conditions. The problem of third age people's integration into the socio cultural environment arises.

The development of information technologies, socio cultural transformations, and the transformation of socialization institutions led to the intensification and the complication of the attitude problem to old age from the society and its particular representatives including younger age group.

At the backdrop of growth of aged people number, in the modern society the trend of removal of accents of public consciousness to youth, strength and energy develops. Such situation generates the rupture of intergeneration ties, mutual intolerance, spreading of

ageism in the attitude to representatives of “third age”.

The complexity of transit period of Ukrainian development, large scale and acuteness of economic, political, legal, cultural, social, psychic, pedagogical particularly socio pedagogical problems, considerable change of demographic situation, namely substantial growth of senior people number in the general structure of state’s population cause the search of effective ways of social adaption of aged people to new living conditions in information society. The social adaptation of the individual is actual and one of the most complex problem of social pedagogy, because it reflects not only the state of a person but the process during which the personality acquires equilibrium and firmness to the influence of social environment [3].

Socio cultural situation of modern society changes torrentially. This process is due to the formation of the society of a new quality – information society. The research of socialization of aged people in the age of information society actualizes.

Ukraine has not become a complete information state yet, researchers consider this process irrevocable. Socio cultural changes cover all areas of the functioning and vital activity of the society, encourage the approaching of different kinds and forms of public activity, create completely new socio cultural situation, which determines the formation of new type of the personality according to the requirements of information society. The transformation of public relations causes the transformation of the personality, including senior person.

Nowadays the problems of the formation of information society are studied by E. Goroshko, V. Danilyan, D. Duzhev, P. Kvitkin, M. Lysenko, N. Parafijnyk. The person’s existence in the society of a new type is studied by I. Diatlov, I. Kurlishuk, M. Stepanenko, A. Fomenko. The development of pedagogy and the growing up in the information age are considered by E. Bauer, V. Borisenko, V. Liah, A. Ryzhanova.

But socio cultural conditions which cause peculiarities of social adaptation of senior people are not sufficiently studied, that’s why the aim of the article is to characterize the changes of socio cultural conditions which influence the process of social adaptation of aged people in the age of information society.

“The notion ‘information society’ ” was introduced into the scientific use in the beginning of 60s XX century practically simultaneously in the USA and Japan by F. Mahlup and T. Umesao. However, nowadays researchers haven’t agreed as for the determination of this notion. In general we can outline such signs of information society: the main value – knowledge; swift development of information – communication technologies; access to information by every person; globalization of the world, humanization and democratization of person’s life and others.

The information reality becomes nowadays the medium of existence for many leading countries of the world. The information civilization gives the possibility to put into practice the creative living potential to a greater number of individuals. New society is called “knowledge society”; it creates conditions for the overall mental and spiritual development of a person. As M. Lysenko, D. Duzhev and other researchers mention, any country cannot avoid global changes. And the process of world transformation could be much faster if people recognized the objectivity of changes that take place.

The scientists believe that Ukraine has started to enter new information civilization, which is seen in the formation of the legislation which has to regulate public relations,

inherent for information age [1, c. 37-49]. A new law "About main ways of information society development in Ukraine for 2007 - 2015 years" has been adopted, where one of the main priorities of country development has been determined: it consists of the aspiration "to build information society open for everyone and directed to development, where everyone could create and accumulate information and knowledge, could have free access, could use and exchange it, could give the possibility to every single person to fully realize his or her potential, encouraging public and personal development and increasing living standards" [2].

The main task of development of information society in Ukraine is providing possibilities based on modern information and communication technologies for everyone to create information and knowledge, use and exchange it, fully realize their potential increasing their living standards and promoting stable development of the country [2]. So, finally, in the law of Ukraine the necessity of education and formation of not only the youth but also people of second and even third age is stated. Such measures can positively influence communication and mutual understanding between generations of parents and children in a particular family and in intergeneration relations in the society as a whole.

Still we cannot tell that Ukraine has built information society but the country has a significant potential to achieve this goal.

It's necessary to mention that scientists (I. Diatlov, P. Kvitkin and others) outline some reasons that hamper the development of information society in Ukraine. These are: insufficient level of information culture of the population; weak motivation to use information and communication technologies; imperfection of legal basis in the information area; weakly developed information and communication structure; incompleteness of the process of formation of "socio cultural phenotype of Ukrainian nation"; instability in the society's life etc.

In our opinion two first reasons concern aged people and exactly these reasons bother the harmonization of intergeneration relations.

Among positive signs, that information civilization has, we can outline the following ones: there are more possibilities for the realization of everyone's abilities; education and formation during the whole life become the main factors of person's wellbeing; "closed themes" are eliminated due to the development of mass media; the diversity in all areas of society's life increases (for example, freedom of self expression).

The example of the ideal communication can become the communication in Internet. It gives more possibilities through the overcoming of time and space limits. It is important that Internet decreases the possibilities of external restrictions and compulsion.

But speaking about the development of information society it is necessary to make an emphasis on the possibility of creating danger for the wellbeing of the person, family and the whole society. Among such dangers we can outline: new kinds of dependence from different gadgets and technologies (computer, Internet, cell phone etc.); reduction of communication among people; alienation of generations; marginalization of senior people; weakening of local ties (even at the level of family); spreading of ideas that contradict common human values.

So, we can make a conclusion that in the Ukrainian society as in the whole world, swift changes take place; they concern everyone including senior people. A tremendous information increase, necessity to use information and communication

technologies, cultural and value pluralism, person's emancipation in the society, decrease of communication between people, alignment by younger people the experience of older generation – all these and other trends in the development of information society make it more difficult the process of social adaptation of aged people, disharmonize intergeneration relations in the family and society as a whole, aggravate the processes of deprivation and marginalization of senior people in modern Ukrainian society.

### References

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