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FROM THE EDITORIAL COMMITTEE

We are giving you the next 27th (1/2020) issue of the Scientific Journal of the Faculty of Management at the Rzeszow University of Technology entitled “Humanities and Social Sciences”.

The aim of the Publisher is to raise the merits and the international position of the quarterly published by the Faculty of Management, that is why we are still developing the cooperation with foreign team of reviewers, as well as an international Scientific Council. The Editors have also attempted to apply for international databases; currently the quarterly HSS is indexed in **Index Copernicus Journal Master List, The Central European Journal of Social Sciences and Humanities (CEJSH) and ERIH PLUS**.

The Journal has been also included in the list of projects qualified for funding under the **“Support for scientific magazines program”**.

The articles published in this publication are devoted to the broader issues of the humanities and social sciences. They are the result both of theoretical and empirical research. The subjects covered vary considerably and reflect the interdisciplinary nature of the Journal. We do hope that the papers published will meet your kind interest and will be an inspiration to further research and fruitful discussions.

On behalf of the Editorial Board of “Humanities and Social Sciences” we would like to thank the Authors for sending the outcomes of their research. We would like to express particular gratitude to the Reviewers for their valuable feedback that greatly contributed to increasing values of the scientific publications.

With compliments
Editorial Committee

Anna CURZYTEK¹

CARNIVAL AS A TIME OF CELEBRATION: RITUALS IN KINDERGARTEN

When noticing the carnivalization of contemporary Polish customs, one can often see the accompanying ambivalent tendencies in the context of socialization and education and the alarming phenomenon of kindergarchy. When introducing a child into a moral culture, modern parents try not to impose behavior patterns on their children; rather, parents use methods that are focused on the child's individuality wherein the wishes of the child are satisfied. However, this approach does not teach that the needs of others are also important. On the other hand, in preschool education, there is no shortage of opportunities to set a clear framework in ritualized behaviors. The carnival period is a time that is particularly saturated with rituals that can serve to integrate preschool and family communities.

Carnival as a tradition – inscribed in the “Calendar of events and celebrations” – has become a favorite ritual among kindergartens. For most preschoolers, this is their first real exposure to a carnival ball. The symbolic representation of carnival requires rejecting individualism. Indeed, carnival remains the quintessence of collectivity and community and is broadly understood as a ritual that renews fitting into educational functions. In the social formula of the carnival, cultural memory is expressed. This cultural memory represents a considerable socialization and educational challenge for the cooperation between the institution of kindergarten with the family.

This paper describes the application of participant observation in the form of an interview with children, as well as, an analysis and synthesis. The aim of the paper is to draw attention to the modern phenomenon of carnival, which in the common understanding, is a well-known form of fun. Carnival also serves culture, builds relationships, and creates identification with a given community and place.

Keywords: carnival, ritual, tradition, entertainment, kindergarten, kindergarchy.

1. INTRODUCTION

Education, also the one at the preschool level, is one of the basic pillars of each culture and aims to develop respect for Polish cultural heritage, while being open to the values of European and world cultures (Act – Educational Law, 2017, item 59).

The main driving force of such activities is the transmission of cultural content constituting a wide range of knowledge, patterns, rules, norms, values, symbols, which everyone uses selectively, depending on social positions, roles and group affiliations.

The kindergarten as an educational and educational institution, in its aims and tasks, provides the pupils with such a message in all activities undertaken on a daily basis, espe-

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cially during the celebration of various holidays and celebrations (Program basis for pre-school education, item 356). One of the cultural patterns associated with the European tradition, family and having in mind the educational aspects of generational transmission is the time of celebration during the carnival period. Traditionally, it was assigned primarily to adults, and for most preschoolers this is their first real carnival ball. The children then put on festive costumes, and the unusual atmosphere gives them the impression of participating “as if in a thematic game in which adults take part seriously” (Ferenz, 1995). In the common understanding, carnival is a well-known form of entertainment that is part of life and serves culture. Its collective character is a man named by Johan Huizinga *homo ludens* – a partying man. The author himself is convinced that “human culture arises and develops in play and as fun” (Huizinga, 2007). According to him, fun in all higher forms belongs to the sphere of festivities and worship, to the sacred sphere. It is indispensable and serves culture and even in the case of carnival celebrations, it becomes a culture itself (Huizinga, 2007).

Carnival party permanently inscribed in the “Calendar of events and pre-school festivities” has become a favorite ritual of preschoolers. And although today, the modern formulas of the carnival include consumer and marketing and related elements with the appreciation of elements from the hedonistic lifestyle, the carnival always gave its participants a “feeling of greatest happiness”. Victor Turner rightly claimed that the way people play, reveals their culture deeper than the way they work – it gives an insight into the values of the heart” (see: Dudzik, 2013).

2. CARNIVAL AS A SOCIAL PHENOMENON IN THE RITUAL SETTING

The name carnival derives from the word *carnevale*, whose root is *caro*, or meat, but also the body, meaning removal of the meat from the menu during the Lent time; this increases its consumption before this period (see: Dudzik, 2013). The Latin phrase *carrus navalis*, in turn, defines the wagon-shaped carriage that was driven during the holiday processions, which involved a large gathering of amused people. Researchers also emphasize its direct relationship with pre-Christian Greek and Roman holidays: Dionysias, Saturnalia and Lupercalia (see: Dudzik, 2005).

Carnival is associated with a joyful event, “it is a time of spontaneous, collective fun” (Sztompka, 2006). Carnival fun introduces otherness and allows for some time to “relax accepted bans so that the law becomes a negation, and disregarding it was henceforth not only permitted but was a symptom of the reign of ritual” (Starobinski, 2018). According to M. Golka, fun has always been one of the most important components of the holiday. “Presumably in primitive or peasant societies there was a very strong connection between these phenomena. The cult was to enrich the fun, and the fun was to make the cult more enjoyable” (Grad, Mamzer [science ed.] 2004). The uniqueness of the fun is also noticed by its researcher, J. Huizinga, according to whom its primitive character has been connecting from the very beginning with joy and grace, the beauty of the movements of the human body. While in more developed forms, fun is permeated with rhythm and harmony, the noblest gifts of aesthetic perception that have been given to man (Huizinga, 2007).

The fun to a large extent characterizes society, being its part of psycho-socio-cultural life, its inalienable element, and its aspect. Researchers of the fun pay attention to its main feature, which is the reconciliation of opposites: truth and falsehood, wisdom and stupidity, good and evil, morality and amorality. They also see the opposition between order and

disorder, integration and disintegration. As the features of fun J. Huizinga also enumerates freedom, a specific place and duration, and the fact that he likes to surround himself with mystery, enchants, repeats himself, and tension plays an important role in it (Huizinga, 2007).

The carnival is one of the oldest and extremely interesting ritual and festive phenomena as well as folk and spectacular phenomena (Dudzik, 2013), performing a number of social functions, such as: integrating people, stabilizing social structure, evoking emotional states and meeting related needs; determining socially desirable ways of spending free time; regulating intercourse between individual units as well as social groups; providing a sense of stability and affirmation of human life; intentional education, especially of the young generation (Pełka, 1989). "Rituals are a system of functioning signs as part of human action, and the more active participation is in this activity, the more authentic the human experience becomes, the deeper the impact of rites on society" (Pełka, 1989).

Carnival celebration has a ritual character, as evidenced by carnival practices referring to such aspects as: space, time, ways of participating in the feast, social relationships and interaction between participants, masks, costumes, props, carnival language (Dudzik, 2013). This corresponds to the structure of the ritual described by Pierre' Bourdieu, which includes: elements of time and space, language and body, material objects and atmosphere (Choińska, 2012). It all becomes a system of symbols separated from everyday space and time, which is the most permanent element of the carnival. Symbols, emphasizes Wojciech Burszta, are an important element of the memory of culture, transfer its sense from one level to another, "they are a reflection of reality, reveal something basic, try to reveal the beginning, genesis of phenomena and contain a holistic picture of the world, are multivalent, express the modality of things and the sense" (Burszta, 1998).

Carnival is included in the so-called annual ritual, celebrated according to the calendar cycle, seasons and the aftermath of religious holidays. It is now assumed that the official start of the carnival is on Epiphany, January 6, and Ash Wednesday marks its end. However, the carnival does not end everywhere on Tuesday before Ash Wednesday. In Basel, for example, it lasts from Monday to the first Sunday of Lent for three days. Many ashore ritual games take place in many European cities on Ash Wednesday.

According to Jan Grad, the carnival is the time between two periods of sacred seriousness: Advent introducing the winter holiday time ended with Christmas and Lent, which prepares for Easter, introducing the spring holiday season. It is a time to manifest Christmas joy of life, religious and festive joy as well as ritual and rapture (Grad, 2004). Can carnival be included in the concept of the rituals of the passage of Arnold van Gennep, which are actions that symbolically symbolize the transition from one phase of life in the second, which are accompanied by exclusion rituals – preliminaries, transition period – liminal and inclusion rituals – postliminaries? (Gennep, 2006). This is debatable because we are not dealing here with unambiguous changes in social statuses; considered in the context of carnival, they are assumed to be transient.

Anthropologist Michał Buchowski postulates far-reaching consideration at the stage of classifying studied phenomena. "It seems that the rite of passage should not be understood too broadly, so as any rite, in which one can almost always find a change in status, but as those whose primary purpose is to change social status" (Staszczak [scientific ed.] 1987; Kowalska, 1999). Nevertheless, according to Andrzej Bursztyn, carnival can be considered as a kind of rite where there are characteristic elements of action:

“1) always repetitive social practices consisting of a sequence of symbolic actions in the form of dance, singing, verbal messages, body movements, manipulation of various objects etc. 2) activities separated from the social routine of everyday life, their festivity is assumed in advance, 3) culturally defined ritual patterns existing in each culture, variable regardless of its type, but always recognizable, 4) behaviors closely related to a specific set of ideas (ideological messages, myths): they may concern the nature of evil, the relationship of human beings with the spiritual world etc.: the purpose of ritual and ritual activities is to symbolically recreate and comment on these primary ideas” (Burszta, 1998).

In carnival rites one can find features attributed to the liminal phase in Victor Turner, who calls it *communitas*, and this inverse model of “society creating an unstructured community of equal individuals based on direct ties and homogeneity. It is characterized by, among others, spontaneity, selflessness, simplicity, anonymity, lack of property characteristics, sacredness” (Dudzik, 2005). Turner himself, as W. Dudzik reads it, defines the carnival counter-structure as a transitional phase in which the differences in the

“... (pre-carnival) status are canceled in order to create *communitas* between the participants. Community is the domain of equality where everyone has been deprived of distinction and are at the same level of social hierarchy, but equality established between them is ritualistic. (...) Carioca carnival is a model example of anti-structure. To make a carnival means doing chaos where everything is mixed up and nobody knows where to look. In carnival, men can dress like women, adults, like children, poor as princess” (Dudzik, 2005).

But carnival in its apparent chaos appears as an ordered festival, taking place according to a fixed scenario in which order is observed and which, like the ritual, stabilizes order. Carnival can be referred to the phenomenon of *performance*, defined by V. Turner as social dramas (games), and by E. Goffman as theater and shows in which rituals play an essential role. According to the famous interactionist, what happens during gatherings can be compared to a theater, a dramatic metaphor. In such circumstances, people behave similarly to the actors on stage, playing a spectacle, partly thoughtless, partly manipulative and strategic, modeling their behavior so as to make the best impression on others. Their essence is the *presentation of self*, which, as Goffman states, “contains and visualizes officially recognized values of society” (Sztompka, Bogunia-Borowska [scientific ed.] 2008).

Body and masks play a significant role in carnival performances because changing the identity of participants is its most important feature. The carnival body covered with a costume and mask becomes the body of the Other, and this creates perfect conditions for undertaking a ritual game, because in carnival interactions, any activity performed in the presence of others gives an opportunity to perform many small rituals, and gestures, which are sometimes called empty, are in fact “the most meaningful of all” (Goffman, 2006). Carnivals were ritual productions that create in this cultural drama unity with the myth by reference to some model event that took place in the early days. The myth explains and authenticates the ritual, and it then shows strengthens the effectiveness of the myth (Filipiak, Rajewski [scientific ed.] 2006). Carnival practices reveal the action of magic, which is based on faith in the supernatural ability of a man and provides “tools to fight human impotence on the plane of practical problems of life” (Sroczyńska, 2013).

For Jean Maissoneuve, carnival celebration expresses a departure from the established order – breaking norms and prohibitions, abolishing and ridiculing authorities, virtues, and all kinds of extravagance (Maisonneuve, 1995). However, it is not about reversing everyday order or replacing order by disorder. Carnival disorder is ordered according to the scenario of the show, games, parades, holidays. Without this scenario, no carnival can do, because the celebration does not arise from chaos, but introduces its periodic order (Dudzik, 2013). Wojciech Dudzik notes that traditional carnival theory has long defined it using the category of reversal and subversion. Currently, it is perceived “the sense of carnival not in the wording of the social hierarchy, but in the affirmation of the community” (Dudzik, 2013).

Contemporary carnival has become a community celebration that allows communities to temporarily free themselves from all burdens, to strengthen and shape the community and to remind about common values. The common ground for all carnival Christmas practices is its joyful and cheerful time. The carnival becomes a symbol and personification of an authentic street holiday independent but tolerated by the state and the church (Bachtin, 1965). Carnival funs have a peculiar character in different cultures, and its celebrations have a long and rich tradition.

Many years of tradition meant that carnival in Western culture appears as a mass, orderly festival, which takes place according to a strictly defined scenario, requiring long-term preparations and expenditure maintaining order throughout the whole period (Dudzik, 2013). The contemporary phenomenon is not only about participation, but also about watching this spectacular spectacle, which not only abolishes the daily social hierarchy, but creates its own, and equating all participants is only apparent and temporary. Today, the carnival remains in relation to everyday time, constituting the culmination of life pleasures, as well as a form of custom.

3. THE SPECIFICITY OF THE MODERN CARNIVAL

The carnival is still an up-to-date event, and this kind of celebration unites and attracts more and more people. The contemporary carnival participant no longer puts on a costume and a mask to “escape from the real world or to look at him upside down, and from a different perspective find that everything could take place in life differently, but rather – just – to play a different role” (Dudzik, 2013). Today, only in some regions of Poland one can see interesting rituals, often resumed and reconstructed by ethnographers (Chwalba, 2014). The examples include the Zapustier Bands Review or the carnival parade in Włocławek, which has been passing through the streets of the city for over twenty years, arousing the admiration of residents. In the traditional procession the group of costume participants is accompanied by “inhabitants of mass imagination”. Their costumes refer to the products of contemporary culture – film, TV and comic characters. The parade in Włocławek has become a permanent element of the local cultural calendar, more and more reminiscent of processions from many West European cities (Chwalba, 2014). Another example is Żywieckie Gody, which combines the tradition of singing carols and carnival. This festival lasts about a week and includes in its program old winter customs, e.g. tearing feathers, spinning wool, or shelling beans. The Highlander Carnival organized in Bukowina Tatrzańska has a similar character. Its main point is the performances of carol groups, but you can also watch a robber dance show, a performance of highlander bands, a performance “Highlander Wedding”, take part in a folk art fair and outdoor events (Chwalba, 2014). In the examples shown, it can be seen how the old rituals are gradually transforming into

events that combine the features of an emotional gathering, a performance with the participation of amateur actors and spectators, ludicity and commercialism (Zduniak, 2018).

In contemporary postmodern culture, the carnival has penetrated everyday life. There is a growing phenomenon of carnival, which J. Grad describes as a way of “making psychophysiological pleasure as the meaning of life” (Grad, 2018). In our everyday life, just like in a carnival, the boundaries between the real world and the world of fun, virtual world, seemingly blurry. This is due to easily available technical means (e.g. television, the Internet), play equipment (e.g. theme parks, arcades, amusement parks, commercial institutions), which evoke collective excitement, even pleasant bewilderment with the view of various goods and their purchase. It is a “consumer pleasure reminiscent of experiences implied by games of the ilinx type”, typical of old carnival celebrations.

Contemporary associations with the carnival are primarily the pre-Christmas shopping intensity, commonly referred to as the “shopping craze or madness” (Grad, 2004), where entire families, including small children, take part. Dorota Mroczkowska, analyzing the phenomenon of free time folkism, notes that: “shopping time becomes a kind of carnival of buying, recalculating and consuming, sometimes unusual, because the »reigns« the desire to indulge, a kind of »enjoying life« – buying, eating and drinking man absorbs the world instead of being absorbed by him” (Grad, Mamzer [ed. scientific.] 2004). Seeing the carnivalisation of contemporary Polish customs it is easy to see that it is often accompanied by ambivalent tendencies in the context of socialization and education. The phenomenon of kindergarchy is worrying (Papugowa, 2007), which in this case means a kind of generational relations where children have real power. They can be observed especially in so-called “free time” that children spend with their parents in public, consumption places. Contemporary parents, when introducing a child into a culture of manners, try not to impose on them behavior patterns. They are guided by methods focused on the individuality of the child (Adamski, 2007) and rather allow them to do everything, rather than setting clear boundaries. Kindergarchy may refer to various situations in which, despite the power of the elderly, the needs of children come first. While working in kindergarten, I notice that most parents prefer this style of upbringing, but it is worth specifying that they care more about striving to build the individuality of the children rather than encouraging them to cooperate with others. Children have a developed self, but it is more difficult for them to find themselves in social relationships. It satisfies the child's wishes but does not teach that the needs of others are also important.

There is no shortage of opportunities in the kindergarten to set clear boundaries that cannot be crossed. Often these are everyday forms of ritualised activities, but also all kinds of celebrations that organize children's behavior, teach order, respect for themselves and others, and facilitate community life. As W. Papugowa emphasizes, by controlling adults, the child acquires “habits of regularity, implementation of tasks in a set order, respect for harmony and social order” (Papugowa, 2007). In kindergarten, Christmas time is a special period of noticing the order that comes from the aftermath of public holidays, and cultivating family, local and national traditions. This particularly ritually saturated time strengthens and integrates the preschool and family community. However, the culmination of children's Christmas experiences is a carnival ball that brings joy and arouses positive attitudes. It is a favorite ritual of preschoolers, which they look forward to all year long.

One can therefore hope that:

“The last carnival traces will be guarded by childhood, the natural heir of all the rich and the bizarre props from which adult humanity has gradually parted throughout its history: these include the feathery kits of musketeers, Iroquois plumes, customs and ceremonies of the knightly state. And yes once fun ritual kneeling downs and protocol splendor changes” (Starobinski, 2018).

4. CELEBRATION OF THE CARNIVAL IN THE KINDERGARTEN INSTITUTION

Today, the carnival ball is an inseparable element of childhood associated with a stay in kindergarten. Currently, for this category of children, the carnival ball is: “an event where you can dress up for different characters from fairy tales” (own archive). The pre-school carnival ball inscribed permanently in the calendar of celebrations is a favorite ritual that has many important educational functions. The first is the personality-forming function which consists in shaping individual features as a result of participating in ceremonies, rituals and satisfying the child's emotional, intellectual, moral and aesthetic needs. The second is the identification function of confirming the community of people and their belonging to a peer community; thanks to the celebration of specific behaviors and traditions, the community feels integrated. The interpersonal function strengthens community ties and regulates intercourse between individuals and a social group. In turn, the function of social control consists in compliance with common, generally accepted and recognized standards. The fifth function, called educational, consists in informally introducing individuals to life in a specific system of values, norms and behavior patterns. The task of the integration function is to connect units around accepted values, forms of behavior and norms of conduct. The seventh function – differential, consists in differentiating and isolating smaller communities in the context of commonly practiced customs and rites. It is opposed to the identification and integration function. Emotional function is very important because of the age of the children. Its role is to provide a variety of experiences: reflective, ludic, relaxing. The ninth function – affirmative, relates to confirming and approving the meaning of meanings in celebrations. Another function – socialization is to adapt to existing social norms and adapting to the rules, forms and customs in force and practiced in a given social group; the eleventh is a moral function, and its role is to sensitize and cultivate the ethical principles of coexistence in practiced habits. In turn, the affiliate function, subordinate to the emotional one, consists in strengthening and making friends more attractive and releasing these feelings through joint participation in practiced ceremonies. The penultimate function – pattern-forming, is combined with the stimulating one, whose task is to preserve traditional moral patterns or shape new varieties. The last, equally important, is the ludic function that connects with a relaxation function, and consists in meeting the needs of fun and entertainment (Gajda, 2018).

The kindergarten carnival ball can be referred to as “the fifth season” (Dudzik, 2005) as the waiting time for the pre-school carnival ball precedes many festive celebrations and spectacle, to which the preschool community carefully prepares by setting them time, place, appropriate props, but most of all a way of participation. Some of them take on the character of the festival of “seriousness”, which is the patriotic celebration of independence on November 11, others become fun with an element of “magic”, such as “Andrew's”. This atmosphere is maintained by another pre-school celebration, which is an emotional meeting

with the Santa Clause, followed by a waiting time and preparing for Christmas, shrouded in mystery, family warmth, rich religious symbols and deep aesthetic experiences. At this time, wafer meetings are organized in which the parents of the children also participate. In many kindergartens there are performances showing Christmas traditions. It is also a time for Christmas wishes, sharing a wafer and carol singing.

An extension of the joyful mood and the culmination of the pre-school carnival period is the carnival ball, also known as the costume party in kindergartens. This holiday day is set aside from daily activities and games, as a suspension of the normal, established order of things, it is guided by its own “rules” based on a carefully planned scenario. But does it really reflect fully the classic Turnerian anti-structure, which is defined by the concepts of *liminality* and *communitas*? *Communitas* ties are anti-structural, they belong to the I-You relationship, and *communitas* are spontaneous, direct and concrete (Dudzic, 2013). Pre-school carnival fun is characterized by an oxymoron, it has its own anti-structural structure, which undergoes transformation in *communitas*, where the greatest importance is attributed to the liminal phase, i.e. play. The latter, however, takes place under the control of adults. Pre-school carnival fun, like the carnival celebration of adults, refers to many important elements: space, time, interaction between participants, costumes and masks, carnival joy, laughter, comedy, as well as the culinary aspect (Dudzic, 2013).

The pre-school carnival in its apparent chaos, as well as in adults, it is a carefully planned celebration and takes place according to an established ritual scenario. It can be divided into three phases – the so-called preliminaries, which precedes the most important – liminal and final referred to as post-minimal. The pre-elimination phase includes all previous preparations, among others, the order of the lecturers, placing parents' announcements, preparing the room, meal, preparing costumes, engaging parents, because they help children become the dream character, most often from a favorite fairy tale. At this stage, you can notice some elements of the kindergarchy phenomenon, as indicated by children's statements:

“I choose the outfit myself.”, “I have a lot of princess dresses and I chose one dress for the carnival ball”, “I was surprised myself, because my grandmother from America sent me, and I was surprised that she sent me two outfits and I had to choose which one and I chose Peter Pan”, “I could choose my own outfit. There were various things in my wardrobe for this outfit, and my mother did the rest for me” (Curzytek, 2019).

The second phase, called liminal, is a day of fun, exactly its start time, when the ball gathers the entire community in one fixed place, where the leader holds the central position with the accompanying music band, who watches over the overall course of the game. He greets and introduces successively arriving groups of costumes and leads a colorful pageant throughout the room to the rhythm of cheerful music. When the whole kindergarten community gathers, everyone gets mixed up on an agreed signal, jumps up happily, claps, dances to a song that is known to everyone. The hall is crowded, but no one bothers anyone and, surprisingly, nothing bad happens to anyone in this crowd because no one is aggressive. Everyone plays with everyone, like in a “real” carnival, where the difference in age and social status is blurred. One of the secrets of the carnival is that, despite the enormous crowd, no one is generally injured. Everyone experiences being together, they move in a common, joyful rhythm, they have their music, dances, gestures and calls. This

extraordinary time requires getting rid of individualism, it is the quintessence of collectivity and community (Dudzik, 2013). Selected costumes release the activity of the host, which he would never allow himself in everyday, ordinary clothes, because the carnival allows you to reveal your identity. All this is joyful fun, as emphasized by J. Starobinski, and the person wearing the mask knows about it and he wants it. Symbols that were once fearful become swords made of cardboard. Only nobody's face reigns around it, reproduced indefinitely, repeated until the loss of sense, enchanted and immobilized by their own emptiness (Dudzik [scientific ed.] 2018). Very often being a different person manifests suppressed desires to be yourself. By wearing a costume and mask, the relationships between ballroom participants are simplified, new relationships are built, and the nature of past and future relationships is revealed. In the carnival party, inexplicable, fairy-tale things happen, where everything is possible, because the child takes on and plays the experiences of his favorite hero, while at the same time experiencing playing a role, and thus also understands the experiences of others. These skills create a feeling of respect for children and empathy (Ostrach [scientific ed.] 2016).

This unique, magical time is filled with spontaneous joy, comical laughter that allows releasing the emotions accumulated in the child. Carnival laughter is a festive laughter, a common laughter lying in the nature of that time. It is a universal laugh, focused on everything and everyone, it is ambivalent laughter: "it is cheerful, full of joy and at the same time mocking, ridiculing; it denies and approves, rummages and reborn" (Bachtin, 1965). During the carnival party, the children renew their mental strength, as well as the group's values, elements integrating, building and refreshing contacts between them, as well as many different mechanisms of humanization (Grad, Mamzer [scientific ed.] 2004). Participation in the carnival party is not only about active participation and activity but also about memorable mutual watching. Every year, pre-school carnival fun has group kings and queens, selected from pre-school disguises. Confetti falls on selected couples, after which they make a funny, comical oath, causing the other participants to burst out of carnival laughter, spontaneous joy.

Of course, while playing, the participants take a break for group photos, a sweet treat to gather strength again and be able to continue playing. At the appointed hour, which was previously set by the ritual script, the ball ends, everyone says goodbye and each group of preschoolers returns to their halls. Then a post-minimal phase occurs, in which the collected energy supply together with renewal flows back to the real world (Dudzik, 2005). This is a form of moral renewal, which is the main object of positive worship. "After fulfilling our ritual duties, we return to everyday life with greater courage and zeal" (Maisonneuve, 1995).

Carnival fun provides children with many strong numinotic experiences. Statements of children confirm their physical and emotional commitment:

"... you can sweat with this music", "I liked dancing in pairs the most because I could dance with who I wanted", "we sang songs, there were various games and there were a lot of costumes", "there was a competition for the best couples in dance", "There was one fun game because they chose the king and the prom queen", "I was crazy", "it was very cool, I have such impressions from here, nice that the last ball, because later to school, but it was good anyway", "for me it was very cool first, then I got tired so much that I didn't feel like doing anything anymore, but I still moved my leg back and forth, even persevered",

“in fairy-tale costumes it's nice, joyfully, like in a fairy tale on TV, as if we were in a fairy tale” (Curzytek, 2019).

Carnival, as a community ritual, can generate changes in the state of consciousness that is born in dance as a result of increased coordination. Then a kind of *communitas* appears, which is characterized by poorly structured social relations and remains a source of cultural creativity (Sroczyńska, 2013). Children as participants in the fun feels part of the group, a shared mood is given to them, and the contacts they make with their peers are for them a source of satisfaction, joy and shape a positive image of the world and himself. This is because the pace, rhythm and emotions of having fun together are shared by participants who anticipate mutual rhythms and “are captured by current events” (Collins, 2011) in a better mood. Everyone is overwhelmed with enthusiastic energy, which is not what children experience every day. R. Collins calls this “collective excitement”, which is associated with joyful excitement by absorbing emotional charge. The result is long-lasting emotions that cause group solidarity. The researcher compared this high emotional energy, adoration of joy to the psychological concept of “drive” which gives a feeling of confidence, enthusiasm in dealing with others. As he emphasizes: “This is the individual side of having a high level of Durkheimian ritual solidarity with the group” (Collins, 2011). Emotional strength makes the child an enthusiastic supporter of the group with whom he feels good and is its energetic leader who awakens and transmits feelings in the group. In addition, emotional energy is also a “moral sentiment” because it contains a sense of what is good and bad, moral and immoral. Children full of such energy feel good and needed, they believe that they are doing the right thing (Collins, 2011). This is a kind of symbolic regeneration that we can call a renewal ritual.

5. CONCLUSIONS

The carnival is a part of the cultural heritage and recently UNESCO has gradually begun to include various characters on the Intangible Heritage List. The time of the modern carnival, although it refers to a centuries-old tradition, has the features of a ritual, recalling the costumes of consumer culture and event, allowing “heating up” in public and institutional space. This is a cultural phenomenon where both adults and children participate. Carnival fun, which takes on a ritual character, remains outside the daily lives of preschool children, completely absorbs participants and is done within a certain time and space, and also runs in a certain order and according to certain rules. The possibility of using categories appropriate to the anthropological theories of Arnold van Gennep's ritual and Victor Turner, in the analysis of the features of the institutionalized carnival, remains an open issue and requires further study and analysis. Nevertheless, the carnival party brings to life social relationships which surround themselves with mystery or by means of “disguises” emphasize their otherness towards the so-called the ordinary world to which preschool children are socialized.

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A NEW DIMENSION IN THE SECURITY OF POLAND

At the end of the 1980s, a process of systemic transformation began in Poland and other Central and Eastern European countries. That international situation prompted an opportunity to build new national security structures within Poland. At that time, Tadeusz Mazowiecki became the Prime Minister of the Polish government. The Ministry of Foreign Affairs was managed by Krzysztof Skubiszewski for over four years, and during that time, Skubiszewski had many successes. A new quality of the Polish security policy was created. The Third Polish Republic has regulated relations with its nearest neighbors, although they are not friendly with everyone. Today, none of Poland's neighbors question the country's borders. Since 1999, Poland has been recognized as a member of the North Atlantic Treaty Organization (NATO). From the very beginning, NATO was an important component of the Polish security policy. In 2004, Poland joined the European Union (EU), which opened new possibilities for the country. The aim of this article is to present the changes in the security policy of the Third Republic since the political transition in 1989 to Poland's accession to NATO and the EU. To achieve this, the author analyzed selected materials and presented his own assessments. New directions of the security policy of the Third Polish Republic are highlighted.

Keywords: diplomacy, security, political transformation of Poland, foreign policy, security policy.

1. INTRODUCTION

The problem of security has a special meaning for Poland. In the history of the Polish Country in the last three centuries, it is easy to see negligence in the sphere of defense and the resulting consequences (Kuźniar, 2008). When analyzing the problems of Poland's security, it is worth stressing that the skillful foreign policy is of great importance in this respect. The security of the state is largely determined by alliances, coalitions or other systems of connections, which were not always properly understood by representatives of the political class.

After the end of Second World War and the beginning of the process of European integration, the military force ceased to dominate. Political elites in the western countries sought new solutions to security problems. In Central and Eastern Europe, cooperation within international organizations was preferred (Zenderowski, Koziński, 2010). The growing hostility between the western and eastern blocs after the World War II and the fears of the Western European countries before the Soviet Union led to intensification of

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activities within the framework of the project of a United Europe. An important task was to create a collective security system on the Old Continent (Stokwiszewski, 2014). Polish policy towards international organizations, both now and in the past, is an important element of its foreign policy (Madera, 2003).

1989 was the year when the process of democratic change began in Poland. From February 6 to April 5 there were deliberations of the Round Table ("Okrągły Stół"), attended by representatives of persons who had a political power in their hands at that time and representatives of Solidarity (Solidarność) (Zięba, 2010). After two months of difficult negotiations, a compromise was reached. The authorities decided to allow the opposition to participate in the government. The agreement concluded at the Round Table contributed to the implementation of systemic changes (Kuźniar, 2008). The victory in the June 1989 elections of representatives of the democratic opposition, centered in Solidarity, initiated systemic transformations. It was the first partly independent government formed after the end of Second World War, whose Prime Minister Tadeusz Mazowiecki interrupted the hegemony of communist influence. The coalition government began its operations on September 12, 1989 (Zięba, 2010). A new period in the history of Poland and Central and South-Eastern Europe has begun. There were also new challenges accompanying the transformation process (Rotfeld, 2003).

Polish changes in the middle of 1989 "on the Vistula River" (this is usually called the region in question), opened the chance for Poland to create new national security structures (Kuźniar, 2008). The dynamics of processes taking place then in the international arena meant that their range and consequences were unpredictable. The situation in Poland was complex. The conduct of the security policy was determined by several factors. The most important include the existence of the Eastern Bloc, the stationing of the Red Army in Poland, and the attitude of Western European countries to our country. On the threshold of changes, the scope of security policy was established within the defense doctrine signed by President Wojciech Jaruzelski (then President of Poland). This document takes into account the existing strength structure and Poland's affiliation to the Warsaw Pact. It was planned to liquidate the existing alliances and create a new system of European security.

Then Minister Krzysztof Skubiszewski was the minister of foreign affairs. For four years he led a security policy, not having much more experience in this area. He struggled with many problems (Grodzki, 2009). The implementation of the plans was hampered by the scarcity of finances and the lack of competent personnel to carry out sovereign activities. Despite these difficulties, Minister Skubiszewski led the foreign policy of independent Poland, succeeding. There were many critics of his actions who believed that the minister did not always understand the essence of the new challenges that Europe was facing.

K. Skubiszewski from the beginning of the 90's of the twentieth century dealt with re-arranging relations with neighbors. The authorities of the Third Polish Republic in the early 1990's sought solutions in which it was possible to lay the foundations for a new quality of national security. Political elites were aware that there was a unique opportunity to resolve the issue of state security, which would free Poland from the role of a hostage of foreign expansion (Kuźniar, 2001). It was emphasized that the central element of the reason of state is external security, which determines the behavior and development of the state.

The Polish side at that time considered the creation of new forms of cooperation or alliance with the Soviet Union. The support of this concept by the Solidarity (Solidarność) movement was an element of a specific tactic resulting from the then international situation. Among the political arguments that make up this kind of reasoning, Moscow's resignation

from influence in Central Europe was not taken into account. It was believed that some form of agreement with the Soviet Union was necessary to ensure security in the new geopolitical situation. The circles of the "left side" were strongly attached to the alliance with the eastern neighbor. However, such an approach was not accepted by political circles defining the Polish security policy (Kuźniar, 2001).

The foreign policy of the government of Tadeusz Mazowiecki in the initial period of political transformation was carried out extremely carefully, especially with the Soviet Union. Minister Krzysztof Skubiszewski tried to convince the most important people in the Kremlin, that he would not seek to lead Poland out of the Warsaw Pact (Układ Warszawski) and CMEA – The Council for Mutual Economic Assistance (Rada Wzajemnej Pomocy Gospodarczej – RWPG). The first foreign guest of Prime Minister Mazowiecki was Vladimir Kriuchkov – head of the KGB (Committee for State Security). The declaration submitted by Minister Skubiszewski in October 1989 during the meeting of the Committee of Ministers of Foreign Affairs of the Warsaw Treaty was to appease the Russians. He emphasized the need to democratize the Treaty and give it a more political and military character. The declarations of the Polish side were judged by Moscow as credible, which was confirmed by Foreign Minister Eduard Shevardnadze during his stay in Warsaw (Dudek, 2013).

The Soviet Union did not attach particular importance to ties with Poland. For the Kremlin authorities, the priority was to stop the collapse of the USSR (Soviet Union), as well as relations with the United States (Kuźniar, 2001). In July 1990, he convened the XXVIII Congress of the Communist Party of the Soviet Union (CPSU). The situation in this country was not stable. Already in February this year, the CPSU (Communist Party of the Soviet Union) formally renounced its monopoly on power. The following month, Articles 6 and 7 withdrew from the Constitution regarding the leadership role of the Communist Party. The Congress of People's Deputies created the office of the president and entrusted this position to Mikhail Gorbachev (Михаил Горбачев). The reforms introduced by Mikhail Gorbachev did not lead to the strengthening of the state, on the contrary – they gradually led to their disintegration. In March 1990, the Verkhovna Rada (the highest body of legislative power): Lithuania and Estonia declared independence declarations. Two months later, the Latvian Supreme Council also accepted the declaration of independence. However, these declarations were not tantamount to the occurrence of these states from the USSR, they only demonstrated the growing tendency to secession. From the end of the 1980's, conflicts in Transcaucasia intensified. The general secretary was increasingly blamed on weakening the role of the party in the state and accepting the gradual disintegration of the superpower. In the summer of 1990, the two largest republics – Russia and Ukraine – announced declarations of sovereignty. M. Gorbachev tried to save the USSR by holding talks with representatives of ten republics about the creation of the federation. The "putsch" made on the night of 18 August 19 1991 by the closest associates of M. Gorbachev was to stop the process of disintegration of the USSR, but actually accelerated its disintegration (Bonusiak, 2008).

2. SHAPING THE SECURITY OF THE III REPUBLIC OF POLAND IN THE CONTEXT OF INTERNATIONAL CONDITIONS

The Polish security policy was shaped in difficult conditions. Different concepts, often divergent, clashed here (Kuźniar, 2001; 2011). In the military circles, the idea of the so-called armed neutrality (Kuźniar, 2001). In Polish geopolitical conditions, the idea of neutrality was unacceptable. It would have to take into account the adoption by Poland of the strategy of defense in all possible directions, which prevented the military and economic potential of the state. This concept was not supported by the head of the Ministry of Foreign Affairs. A more attractive idea was the separation of countries on the geostrategic map of Europe that were supposed to create a block of security between East and West. This process was accompanied by a policy of conscious displaying the identity of Central Europe. However, the development of this concept was not conducive to geopolitical considerations, disputes (not only against the historical background), and above all, lack of enthusiasm for this initiative in other European countries. A lot of controversy was caused by the proposed by President Lech Wałęsa to create a NATO-bis. It assumed the establishment of a quasi-system of collective security under the leadership of NATO, composed mainly of the countries of Central Europe and Ukraine. This block of security was supposed to fill a kind of gap in this area and in the future allow many countries to enter NATO. The concept of the President of the Third Polish Republic did not find support of Minister Krzysztof Skubiszewski, nor did it gain due recognition of politicians from other countries.

In Poland, the concept of creating security on the Old Continent based on not allied grounds was considered. It was assumed that after the Cold War and the past East-West confrontation, there would be no need for NATO. In this situation, the collective security system based on the Conference on Security and Cooperation in Europe (CSCE – Commission on Security and Cooperation in Europe) was to play the main role. This institution was to protect against potential threats in the sphere of security (Kuźniar 2008). In January 1990, Prime Minister Tadeusz Mazowiecki presented at the forum of the Parliamentary Assembly of the Council of Europe the directions of Polish European policy and the proposal to establish a European Cooperation Council for the states parties to the Final Act of the CSCE – Commission on Security and Cooperation in Europe. However, he did not specify its security function. This problem was presented by Minister Krzysztof Skubiszewski in the parliamentary expose, which he delivered on April 26, 1990. The Council, as a permanent political body of the CSCE, was to act through three committees, one of which was to deal with political and security problems. Krzysztof Skubiszewski emphasized that the priority of Polish foreign policy is to co-create the European security system in which the CSCE – Commission on Security and Cooperation in Europe was to play an important role. In mid-1991, he saw the formation of a new, cooperative European security system under the CSCE – Commission on Security and Cooperation in Europe, which was to secure Europe, so as not to become a gray buffer or neutral zone (Kuźniar 2008). The activity of Polish diplomacy testified to the role that the CSCE – Commission on Security and Cooperation in Europe was to play in the security policy. Although the concept of establishing the European Cooperation Council has not been implemented, it should be stressed that Poland's large contribution to building the institutional structure of the CSCE – Commission on Security and Cooperation in Europe (Kuźniar, 2001; 2008).

In the initial period of political transformation in Poland, several security concepts prevailed (Mickiewicz, 2005). Members of the parliament (deputies) from the "right side"

thought that Poland should strive, like Hungary and Czechoslovakia, to join NATO as soon as possible. Center-right politicians supported the activities of Krzysztof Skubiszewski. Social Democrats, on the other hand, denied the sense of changing political and military alliances. Andrzej Drawicz connected with the Democratic Union pointed out that in the period of the weakness of the Soviet Union, the Polish government should not strive for Western European security guarantees, but should focus on creating new political and economic ties with the eastern neighbor, which will be beneficial for us. The Polish side was to act as a consultant in the US-West-Russia agreement. The Christian Democrat activist Andrzej Micewski believed that Polish diplomacy should focus on restoring the balance between Eastern and Western policy. He thought that this should be done as a result of recognizing the Russian state as the main power in the region and conducting the so-called policy of balancing the state of German-Russian relations and creating a European security system. This involved the transformation of NATO from the military pact into the organization of European security modeled on the CSCE – Commission on Security and Cooperation in Europe, with the possibility of military interference if security in Europe had to be secured. Politicians of the Third Republic of Poland emphasized that the resignation of Mikhail Gorbachev from the implementation of the “Brezhnev doctrine” made it possible to transfer disputes regarding European security from the political-military to the political level (Mickiewicz, 2005). They believed that during the development of new political and economic forms in Central and Eastern Europe, Soviet armed intervention would not take place. Poland, situated between the politically stabilized West and the weakened and crisis-ridden East, developed in a sense of no threat, but in the area of a reduced standard of security. Polish diplomacy attached great importance to agreements reducing the military potential in Europe and limiting the possibility of using force (Kuźniar, 2008). An important issue was the reform of the armed forces (Mickiewicz, 2005).

In December 1991 Mikhail Gorbachev officially stepped down as president of the USSR (Soviet Union). The Empire ceased to exist (Bonusiak, 2008). The disintegration of the Soviet Union in December 1991 enabled many political changes on the European continent. They have had a significant impact on the transformation of the Polish security policy (Mickiewicz, 2005). New countries arose on the rubble of the former empire, prompting Poland and the North Atlantic Alliance to determine their role in the European security system. Alliance politicians and military thought that the most important organization that can provide stability in the area is the North Atlantic Cooperation Council. However, it did not provide Central European countries with security, but only organized the possibility of consulting in the field of security, arms control and restructuring of the defense industry. The Polish side tried to define the role of the new neighbors in the security strategy. The Ministry of Foreign Affairs sought to establish partner political, economic and military contacts with them. Poland's relations with the Russian Federation were dissolved before the collapse of the Soviet Union (Zięba, 2010). However, the relations between the two countries were dominated by sources of tension, difficult to overcome (Pelczyńska-Nałęcz, 2010). The stationing of the Red Army in Poland was not conducive to the creation of new foundations for bilateral relations. An agreement on the withdrawal of troops was initiated in October 1991. This process was completed in September 1993. In the initial period of political transformation, Poland's relations with the Russian Federation were not good. There was a breakdown in economic cooperation after switching to a dollar settlement. The lack of recognition of the interdependence of interests of both countries was noticed.

Supporting independence efforts in Poland in post-Soviet countries was interpreted by Russia as interference in the affairs of their close neighbors, as well as limiting its influence. In addition, Russia did not accept Poland's accession to NATO structures.

The Polish side attached great importance to improving relations with Germany. Prior to completing the government, Prime Minister Tadeusz Mazowiecki appointed a special representative for contacts with the German Chancellor's Office, who became Mieczysław Pszon, an expert on German issues and a proponent of the Polish-German rapprochement (Majcherek, 1999). For T. Mazowiecki, reconciliation with Germany was one of the priorities of his policy. The Minister of Foreign Affairs Krzysztof Skubiszewski sought to build reconciliation and cooperation on a good treaty basis (Kuźniar, 2008).

The visit of the German Chancellor Helmut Kohl to our country was of great importance for the Polish-German rapprochement. On November 9, 1989, the German Chancellor and Prime Minister of Poland Tadeusz Mazowiecki took part in an ecumenical mass in Krzyżowa in Lower Silesia, during which symbolic reconciliation took place. From Berlin, news reached that the GDR (German Democratic Republic) authorities agreed to cross the border by their citizens. The so-called overthrow the Berlin Wall. Chancellor Helmut Kohl interrupted his visit to Poland to participate in a historical event. After two days he returned to Warsaw to continue the conversation, in a slightly different climate (Kuźniar, 2008).

An important problem was the unification of both German countries. The government of Tadeusz Mazowiecki was the first among the Warsaw Pact countries to recognize the right of Germans to unite, with the proviso that they will not be a threat to other European countries. The Polish side did not expect a rapid unification process. Meanwhile, at the end of November 1989, a 10-point plan to overcome the division of Germany and Europe was formulated by Chancellor Helmut Kohl. It includes the creation of confederal structures by Germany and the GDR (German Democratic Republic) and, as a result, the creation of one German country. The plan did not take into account the issue, the borders on the Odra River and Nysa Łużycka River, which caused criticism from the Polish government (Kuźniar, 2008). European politicians have wondered about the future of Germany. The United Kingdom and France, although supporting the unification process, did not hide some anxiety. In Moscow, the changes taking place in Germany were supported. The United States has also given adequate support to the Germans. The problem of the creation of one German state appeared in February 1990. Then the so-called group 2 + 4 at the level of foreign ministers, composed of representatives of two German countries and four powers deciding the fate of Germany. Krzysztof Skubiszewski participated in the third session of the 2 + 4 conference held in July 1990 in Paris. On the other hand, the final regulation treaty with regard to Germany was signed on September 12, 1990 in Moscow by the participants of the 2 + 4 conference (Majcherek, 1999).

The balance of Polish – German political and pragmatic reconciliation found its treaty-political expression in the period of overcoming the division of Europe in 1989-1991. Mutual relations, long characterized by distrust, improved considerably and had a different value. In November 1990, the Ministers of Foreign Affairs of Poland and Germany signed the Treaty on the confirmation of the existing Polish – German border. Poland was interested in the development of bilateral cooperation in various fields of mutual relations. Minister Krzysztof Skubiszewski emphasized the essence of the Polish-German community of interests. On June 17, 1991, the treaty between the Republic of Poland and the Federal Republic of Germany on good neighborliness and friendly cooperation was signed in Bonn (then the capital of Germany). He is considered by many to be a “constitution” of relations

between Poland and unified Germany. Undoubtedly, it forms the basis of Polish – German dialogue. He outlined the fields of joint action of both countries (Wóycicki, Czachur, 2009).

3. NATO AND THE EU IN POLISH SECURITY POLICY

In the foreign policy of the Third Polish Republic, relations with NATO were of particular importance. Prospects for expanding the security environment created a new situation in Central and Eastern Europe (Rotfeld, 2006). They meant that the states in this region would accept all the criteria binding in the transatlantic community: political pluralism, the rules of a democratic state, respect for human rights and the rights of national minorities, respect for political liberties and media freedom. The process of expanding the Alliance and the Union was accompanied by resolving disputes between states. The “Visegrad Group” and other regional structures have been created that have played an important role. They favored stabilization and resolution of disputes and animosities rooted in the difficult history of these countries, but also prevented the recurrence of crisis situations between various countries of Central and Eastern Europe.

Poland's accession to NATO took place in the period of significant changes in the international security system (Kuźniar, 2008). They were not related to the enlargement of the Alliance or membership of Poland. Previously unfavorable phenomena and threats were revealed. Noteworthy were: terrorism motivated by the fundamentalist version of Islam, the threat of proliferation of weapons of mass destruction, and the consequences of the process referred to as “fallen and failing countries”. They influenced the security strategy of the NATO and Alliance states as a whole. The new threats to international security have been for the US since 2001 a kind of justification for the ongoing renationalisation and militarization of foreign and security policy, as well as the consolidation of influence. Poland and other Alliance countries had to make difficult decisions. Politicians of the Third Polish Republic often emphasized the role of the Alliance as a guarantee of our security. However, its defensive function took on a different dimension. The Alliance focused on maintaining security not only in the neighborhood, but also far from its borders, and carried out expeditionary operations not related to art. 5 of the Washington Treaty (Banasik, 2009). The Polish side fully supported the accelerated doctrinal evolution of the Alliance and conducted military operations, although it did not participate in making appropriate decisions. Poland uncritically supported the development of Alliance expeditionary tasks and actively supported American activities.

Membership in NATO brought specific tasks to Poland in the area of development and modernization of the armed forces, as well as foreign policy (Kuźniar, 2008). Together with NATO, the objectives of the armed forces for Poland were agreed, the infrastructure was adapted to the requirements of cooperation and our country was included in the Alliance defense system. Actions have also been taken to implement standards for the protection of classified information that would ensure the functionality of the defense system with NATO forces. Integration with the Alliance has changed the security environment of our country and influenced the quality changes in the armed forces (Gağor, 2009).

NATO secures Poland against the so-called traditional threats. However, it must be remembered that the Alliance can not be the disarming myth that Maginot Line has become for France in the interwar period – the most powerful system of fortifications ever built along the entire French border with Germany (Nowak-Jeziorański, 2003). This system created a false sense of security. The French have neglected preparations for military

operations, they have not drawn the right conclusions from the World War One. The Germans circled and defeated the Maginot Line. The pogrom of France, then military power, is an eloquent warning and prompts deep reflection.

Poland entering the European Union obtained additional guarantees of its security. Politicians from the Third Polish Republic in the first half of the nineties paid attention to this aspect. However, after joining the EU, the situation has changed (Kuźniar, 2006). The Polish side tried to delay the Union's maturation to this important role, probably not to limit the importance of NATO or the position of the United States. Polish politicians, bearing in mind national interest, should remember the United States' crisis caused by the United States against the background of the Iraq war and the consequences (Zięba, 2007). Americans have a tendency to pursue a policy that may pose a threat to other Western countries as well as their allies. Misunderstandings arising in connection with the Iraq crisis made it difficult for the European Union and the United States to find solutions to many difficult problems (Zięba, 2007). Robert Kagan emphasized that "Americans are idealists, but they have no experience in effectively promoting ideals without using force" (Słomczyńska, 2007). Their actions boil down to attack, but this does not mean commitment. They lack coherence: diplomacy, military strength and development support. In this respect, there are differences between the European Union and the US. American policy is "militarized" and, in turn, "uncivilized" by the Union (Słomczyńska 2007).

The European Union is constantly looking for its place and role on the international political scene (Parzymies, 2009). This applies to both the prevention of all kinds of threats and the form of relations with recognized world powers. As a hybrid international structure, the Union is constantly being transformed at a functional level, which is impacted by the Member States (Słomczyńska, 2007). NATO and the European Union can complement each other (Łastawski, 2009). NATO is a political and strategic alliance with military structures. The European Union, on the other hand, is an international community embracing the whole of life of states and nations. It should be noted that the European Union's security policy covers more areas than NATO's political and military activities.

The priority of Polish diplomacy should be to take a strong position in the EU and to search for appropriate partners for cooperation. Minister Radosław Sikorski in the parliamentary expose of May 8, 2008 drew attention to the need for the peaceful integration of Europe (Łastawski, 2009). The European Union creates a Common Foreign and Security Policy and the European Security and Defense Policy. The Polish side, taking into account the security interest, should effectively cooperate with other Member States in this regard. It should also support the development of the EU's crisis response capability. Creating safe conditions for the development of Poland is in line with the objectives of the European Union's foreign and security policy.

4. CONCLUSION

In addition to alliances and security communities, bilateral relations, especially with neighbors, are very important. None of them challenges our borders. This is undoubtedly an unprecedented situation in the history of Poland. Our independence is not threatened. We are sovereign in the modern sense of the term. Although it was not possible to establish friendly relations with all neighbors, the matter of borders was finally settled. The existing threats to our sovereignty are not related to traditionally understood security, but are the

result of global economic processes. However, the European security situation is not comfortable. International terrorism and its derivatives, so-called asymmetric threats are dangerous phenomena.

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SOCIAL DIALOGUE AS THE ESSENCE OF VIRTUAL ORGANIZATIONS

The organization's operation in a virtual environment is based on a specific form of communication – social dialogue. The purpose of the article is to describe the phenomenon of social dialogue and its elements: (1) the sender/producer, (2) recipient/customer, and (3) hypertextuality of the environment in which the process takes place. The adopted research method is a qualitative analysis supported by the technique of real-defining definition. Results of this work imply that text in the new media is not only thought of as a creator of meanings, but to extend this understanding to all cultural creations. This means that the fundamental change concerns the perception of the text as a dynamic mechanism of producing meanings, and not the static reception of the record as before. These implications is particularly important for the study of cultural products such as behavioral patterns, for example. Thus, understanding the mechanisms of technical functioning and the human factor in this world can give real profits. Lack of humility towards this medium and disproportionate losses as to the cost of their own ignorance.

Keywords: virtual reality, sender / virtual producer, recipient / virtual client, hypertextuality.

1. INTRODUCTION

Communication in the network is in the form of *social dialogue*. This concept is most often referred to public communication, usually institutional. Dialogue in this sense has a broader meaning, as it includes not only conversation, but all activities that are to lead and bring about agreement. In other words, it is a social process based on partnership and mutual subjective treatment. Understanding the mechanisms of technical functioning and the human factor in this world can give real profits. Only the ability to understand the behavior of Internet users in a communication system that allows you to track changes between the sender and recipient

Undertaking the effort to define virtual reality is not so much a methodological issue but, above all, a cognitive condition that allows us to understand the essence of the virtual environment, which some researchers call the “pseudo-environment”. In the literature that is often found, this term is used in various aspects and depending on the need. There is still a lack of common and scientific agreement that could be normative in this respect. However, the emergence of new media and their consolidation in the life of modern society prompts

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each researcher to respond to themselves as well as others, as he understands the concept of virtual reality.

Getting to know the problems of the Internet, its tool aspect having a basic impact on the emergence of the concept of virtual reality, as well as the psychological aspect, one can notice a multitude of terms used interchangeably with the one I have adopted, which is the result of various terminology approaches. Therefore, at the beginning, other terms will be quoted in chronological order, which as a result of technological and humanistic development have become the basis for creating the term “virtual reality”.

At the beginning of the development of the Internet, a very popular term was: “artificial reality” proposed by Myron Krueger in the book of the same title, “virtual environments” (Krueger, 1991) used by specialists from NASA and MIT, “virtual worlds” used by researchers from the University of North Carolina and the University of Washington. Equally common and today the term is “cyberspace” used for the first time in William Gibson's *Neuromancer* cyberpunk novel. With this concept it is worth stopping for a moment, because it is most often used as a synonym of virtual reality. Michael Heim believes “that cyberspace refers to information space, to the fusion of digital information and human perception” (Hiem, 1993). More specifically, cyberspace defines Elizabeth Reid when he writes

“Nominally, all data paths can be called cyberspace. Telephone lines, optical fibers and satellite connections are part of the global cyberspace, which is the Internet. This cyberspace becomes more tangible and takes the form of virtual reality where users of these networks can enter it with their imagination” (Reid, 1994).

As it results from this, cyberspace is not a medium, but rather an area, as Piotr Sitarski notes “in some respects analogous to geographical space” (Sitarski, 2002). Therefore, virtual reality is a different concept from cyberspace, because only it can be a space accessible to human sensations, and cyberspace can only be a physical place received in the real world.

The terminological distinctions cited above, which are synonyms of the concept of “virtual reality”, which are found in literature, are not infrequently mixed and are inconsistently used by researchers or novelists, which introduces a large methodological confusion. The modern concept of “virtual reality” itself has two approaches. The first focuses on technical aspects, the second on psychological ones. Supporters of the technical approach focus on determining the minimum set of instruments necessary to create a virtual world. This approach, Jonathan Steuer notes, has several disadvantages. First of all, the selection of tools (instruments) is limited and arbitrary due to the possessed technology. Secondly, he does not focus on a living participant in the relationship with the tool, but only on the apparatus. Thirdly, it cannot distinguish between different virtual systems (Sitarski, 2002). The second approach mentioned is based on a psychic phenomenon where the participant experiences the illusion of being in another world. Proponents of this approach completely focus new experiences and they are the only determinant of the existence of another reality. They do not pay attention to the technical aspect, which carries a very serious objection to this approach. Namely, since the condition of the existence of virtual reality is “the difference of states of consciousness”, what can this concept be used at the time of “achieving other sensations” received artificially, e.g. through chemicals or

meditative practices. Errors in both approaches have been noticed and taken into account by Steve Austakalnis and David Blanter in their book "The Sillicone Mirage" in 1992. They define virtual reality "as the way people interact with computers and extremely complex data, as well as picture and manipulate it". Going further, Frank Biocca defines virtual reality as a "class of computer-controlled, multi-sensory communication techniques" (Biocca, 1992). And so for the needs of this study the following definition was adopted. **According to which virtual reality is a property common to all types of virtuality that are deeply embedded in technology and at the same time go beyond it.** Interactivity is the condition of this offense in the communicative dimension, as mentioned by Frank Biocca. According to Ryszard W. Kluszczyński, in the book *Aesthetic spaces of the present day* in the chapter "Interactivity – the property of reception or a new quality of art / culture" – "interactivity is a new quality of holistically understood culture and a new quality of art" (Tucker, 1989). The thing with interactivity is similar to virtual reality – there are no precise definitions of this phenomenon. He was studied by such great researchers as Rudy Bretz and Andrew Lippman (they proposed a definition focusing on machine technology without taking into account the human element), Ronald Rice (defining interactivity as the real freedom of human choice) and finally Richard Tucker (understanding interactivity as systems in which the output from relays can be defined by user actions). R. Tucker and R. Kluszczyński unanimously note, however, that interactivity must be related to communication or even the entire communication system in virtual reality – "interactivity is combined with communication and the resulting interaction between human and electronic machine (in a larger or smaller) degree) artificial intelligence" (Kluszczyński, 1996).

The perception of virtual reality as a computer communication technique, which can be determined by interactivity in this environment, allows you to observe the behavior of Internet users in a communication system that allows you to track changes between the sender and the recipient. Applying a simple communication system proposed by Warren Weaver and Claude Shannon to this situation may be surprising, because as I will show in the further part of the dissertation, this approach is quite incorrect and burdened with a methodological error, however, at this point, it will allow you to understand the essential elements of virtual communication that are immutable for all communication systems.

2. SENDER / PRODUCER OF VIRTUAL REALITY

The broadcaster's issues are widely considered in the context of traditional media, while in the context of electronic media, there are not many items in this field on the publishing market. When looking at the issue of the authorship of a traditional work, two approaches come from literary studies: traditional – regarding the author of the work and its recipient, and social – involving the activities of all intermediary instances. Pierre Schaeffer "calls them the dominant of expression and dominant, respectively", Robert Escarpit "writes about the process and apparatus" (Sitarski, 2002, za Lalewicz, 1985). Thus, the sender's problem has two areas in which it should be considered. One of them is the traditional sphere of the author of the work, the other the social sphere of the collective apparatus by means of which the work was produced. This is particularly evident in book or film productions, which can be an analogy to the consideration of electronic media through which I understand the Internet. The social sphere does not differ much from the same sphere for television or film. The so-called institutional sender that produces given software or hardware. In virtual

reality, producer anonymity is often encountered, as in the case of game, software or messenger producers derive measurable benefits from introducing new solutions and curiosities to this world, which are often only in phase I (product launch)² free and in terms of copyrights have the status of freeware. This problem concerns, as is the case in the real world, not only the technical parameters of the product, but also the appropriate promotion and creation of the brand from the product. Another aspect in this (social) sphere that can be realized practically only in the virtual dimension is the phenomenon called by Piotr Sitarski unfettered “collective authorship understood” (Sitarski, 2002) as collective programming of e.g. games. The final result is the work of many authors, often imperfect and completely devoid of any copyright. This is a typically author activity in which the user receives broadcasting prerogatives. It is not directly related to virtual reality, because if this were the case, the actual author would use interactivity to grant some limited rights to the user to navigate the program in a friendly way, and in this case it is only about creating software without any guidelines or restrictions. The social sphere described so far, which sees the sender in the context of the broadcasting instance, is strongly determined by market strategies, especially in the stages of introduction, growth and maturity of a technical product³.

A more important sphere for considering this dissertation is the sphere covering the sender of the work within the meaning of authorship. This issue in virtual reality raises several doubts. The first problem is the inability to make an error-free statement of authorship, not only in the context of identity but individuality. Therefore, even in the case of participants of virtual reality, we can never be sure whether a person entering into communication relations with us is one person or many, and whether he is always the same or people. The second problem is the existence of the text. By communicating with the recipient, the sender creates a certain structure that is traditionally understood as text, however, in virtual reality the interpretation of this concept is not entirely incorrect, because it violates most of the rules assigned to the text and having no references in the new reality. The third and last problem about the sender in virtual reality is narrative. The questions of many researchers who are wondering if we can talk about such a phenomenon in this specific situation seem interesting. And here two issues arise in this regard. One concerns a technical issue and the other a social one. However, it is perceived differently than it was in the case of the holistic approach to the sender's case. The technical sphere concerns the broadcaster called by Piotr Sitarski a “great programmer” which is an analogy to the film broadcaster called a great image maker. These analogies do not end only with the similarity of words but embrace the whole essence of these broadcasters. In the case of virtual reality and the functioning of a “great programmer” in it, its task is to create the appearance and structure of the new world.

“The world can be shown (or rather: created) in different ways, some of which are closer to normal perception, others from it. On the one hand, we have visual ways of presenting the world, often extremely advanced, enabling three-dimensional vision, a rich palette of tactile sensations, spatial sound (...) On the other hand, we find pseudo-worlds very poor, office sets” (Sitarski, 2002).

² I use economic terminology in the field of so-called product life cycle.

³ The product life cycle includes 4 phases: I – introduction, II – growth, III – maturity, IV – decline.

The second mention of narrative in virtual reality concerns the social sphere based on interactivity, which, as I wrote above, is understood as the feedback of a system composed of the user and the system. It should be remembered that the author himself provides the recipient with a model of the world in which interaction is possible, especially when the sender is also a “great programmer”. In relations, the public organization and the individual recipient comes to communication between its selected members. However, communication is not always a narrative and interaction does not always occur. As Ryszard Kluszczyński notes, “both these processes (...) do not occur at the same level” (Kluszczyński, 1996). Interaction does not always occur, especially when the participant only creates a vision of his idea without leaving it open to discussion. The case of no narrative is simply the lack of reaction from other participants, which may be a consequence of the lack of interaction, but does not have to.

The conclusion that comes to mind regarding the virtual sender is obvious and at the same time paradoxical. He is the creator of virtual reality, but at the same time, despite the communicative nature, he does not accept this entire process. Therefore, he is not entirely responsible for communication processes in virtual reality. It probably happens that some prerogatives, which in the real world are assigned only to him (the sender), are passed on to someone else – the recipient.

3. VIRTUAL REALITY RECIPIENT / CLIENT

When considering the problem of the recipient in virtual reality, Piotr Sitarski proposes to consider it from two perspectives: in-text and out-of-text. The first approach is discussed in detail by experts in audiovisual media, especially film. They are such researchers as: Peter H. Linday, Donald A. Norman, Selfridge - they believe that the recipient perceives the image to his pattern (this concept refers to the model of J. Locke's mind). In other words, the recipient must decide on the subject's compliance with the pattern. Selfridge proposed, among others, the concept of image recognition consisting in assigning certain images to the hierarchy, which was determined by the so-called “Human demons” (Sitarski, 2002, za Linday, Norman, 1984). In contrast, representatives of semiotic theories postulated the concept of the viewer decoding the message. This means reducing the recipient only to the code comprehension function. The uniqueness and uniqueness of the recipient were not taken into account in these theories, because they did not fit (or rather could interfere) with the decoding process. The next approach is pragmatism, where the

“recipient's competences are not limited in this approach to knowledge of the code or symbolic interaction, but include interpretive activity and interaction with the text. Therefore, not only the function of the recipient changes, but also its meaning” (Sitarski, 2002).

In other words, the text cannot exist without the recipient. Like the pragmatic approach, cognitive orientation is consumer-oriented. According to this concept, the recipient is received through a broadly understood narrative. This concept was modified by David Bordwell, who believed that the recipient understands the text by building the meanings

that the text provides it. The last orientation presented is the “concept of pleasure”⁴ described by Roland Barthes and continued by John Fiske. They believe that the pleasure achieved by the recipient is a powerful force capable of directing the reading of the text in the direction desired for the recipient himself. Barthes himself distinguished several types of such pleasure, and Fiske came to the conclusion that the recipient's pleasure of receiving the text is not essentially solitary, but is always socially rooted in a smaller or larger group to which the recipient belongs. Therefore, it gives grounds to accept the statement that members of the environment formulating a social group around a selected social problem and joining this rather specific community derive pleasure from it, not individual, but collective. Thus, unknowingly, it is part of the creation of culture in this mass environment. Attempting to assume in virtual reality that the recipient is only a passive viewer is completely wrong. It is undoubtedly active, which is manifested in the products of its activity. Wiesław Godzic also draws interesting conclusions in his work *Watching and other pleasures of popular culture*. The author, after analyzing the phenomenon of the recipient's activity, presents the actual ways of its implementation, more precisely the features acquired by the recipient of new media. First of all, it is **socialization** – Wiesław Godzic believes that the recipient is pro-social and seeks contact with others himself. Secondly, the **pleasure of interactivity** – “the viewer wants contact and communication – just as he wanted to identify with the characters of the film, camera or cinema institution” (Godzic, 1996). And thirdly, the **control of meanings** – it means not so much dominance over received meanings but becoming aware of their dominant role and its irreversibility and the inability to completely influence received meanings. However, this is not as pessimistic as it seems, although the text is a “cold” relay (Strykowski, 1997)⁵. This means that the virtual environment to avoid misunderstanding the message must be expressed very precisely, although deliberate manipulation of the message cannot be avoided in such a situation. In the concept of Godzica, the recipient ultimately determines the shape of the text, which at the same time decides absolutely about its interpretation. However, this is not entirely true, as it should be remembered that virtual reality is limited by software and hardware, which seriously reduces the number of possible paths for choosing the interpretation.

Returning to the beginning of the reflection on the recipient of virtual reality, there is still to be discussed the extra-textual issues of reception. The recipient in this perspective is considered in the context of the pros and cons of such participation. These considerations do not fall within the scope of the whole work, therefore I will only briefly focus on them and I will not comment on them. The main disadvantages of participation or rather the reception of virtual reality include the following accusations: dehumanization of

⁴ This is not a scientific term, because I have never encountered such in literature. This phenomenon is widely described in detail and does not have one accepted name. However, for the clarity and clarity of my work, I knocked myself to propose my own name for this phenomenon.

⁵ Marshall McLuhan created the concept of “cold” and “warm” relays. The higher the number of information items in a given message, the hotter the message is, and vice versa – the colder it is, the fewer it provides the elements to decode its meaning. For example, a photographic and movie image is hot and a caricature is cold. This division is particularly important for educational processes, because the temperature of the message depends on the participation of recipients who must interpret this message, and thus perhaps also supplement the missing information elements. In the case of hot messages, the recipient's activity is poor, because most of the information is provided by the sender, while in the cold message the recipient must co-create this message to some extent, which is why it is more fully involved in the communication process (Strykowski, 1997).

communication processes, alienation of users, restriction of freedom of choice through the limitations of computer programs and ultimately the narcotic effect of this medium. On the other hand, proponents of this way of perceiving the world include the advantages of this medium: the huge community potential of this environment, a good way of communication between people, the creation of new forms of human contact, the possibility of creating structures of grassroots democracy, the creation of social structures without any preconditions, the possibility of liberation from your own corporeality, i.e. choosing your own body, deciding on your own social image (Sitarski, 2002).

The above considerations proved how much the role of the sender and recipient in virtual reality is different and at the same time similar. It is impossible to say exactly where the creative role of the sender (author) ends and where the reception begins and how it is. New medium and new coding and decoding pathways induce researchers to intensively consider these phenomena.

4. SOCIAL DIALOGUE AS THE BASIS FOR COMMUNICATION IN A VIRTUAL ORGANIZATION

Communication in the network, according to observations, takes the form of social dialogue. This concept is related to public communication, usually institutional. Many interlocutors (messengers), most often referred to as social partners, participate in social dialogue. Dialogue in this sense has a broader meaning, as it includes not only conversation, but all activities that are to lead and bring about agreement. In other words, it is a social process based on partnership and mutual subjective treatment. Therefore, it differs from the “adjective” dialogue in terms of the number of interlocutors, the place and time of the conversation, the channel of communication, the situation and goals of communication, as well as the language of its messages. It should be remembered that in social dialogue the time relationship is not the same as the relationship in the dyadic situation (where interaction occurs at the same time for both participants). Because, as demonstrated above, social dialogue includes all activities aimed at reaching agreement, the duration of this dialogue cannot be limited.

According to Janina Fras, two aspects of social dialogue are the most important: ethicality and effectiveness.

“Ethical interpersonal communication is not only guided by specific principles but also willingness to defend them. Non-compliance with these rules is a clear violation of the ethics of communication” (Fras, 2001). Jürgen Habermas introduced the general principles of ethical communication by putting them in the form of a model whose essence is the coexistence of four ideas:

1. *truthfulness* (I'm talking about something, I'm telling the truth),
2. *honesty* (I really say what I think),
3. *intelligibility* (what I am saying is understandable for the partner),
4. *the appropriateness of the interpersonal relationship between the sender and recipient* (communication situation, the relationship between the participants of the dialogue is socially legalized; the sender maintains the right relationship between himself and the recipient of the message) (Habermas, 1988).

In addition, Habermas introduced into his ethical communication model the need to meet two conditions:

- there must be a certain, even a minimum, common space in which all participants of the dialogue move in the same way (mutual understanding, common universe),
- participants in the dialogue must agree on the principles of explaining any words or statements incomprehensible to the partner (partners); there must be agreement as to the explanation of the words and the principles of these claims (Habermas, 1988).

As Janina Fras writes, “the flexibility of public communication (...) is today dominated by **effectiveness**, ad hoc and spectacular” (Fras, 2001). Which is also reflected in the online communities I research. By this I mean social dialogue in the meaning of Quintilian, which binds rhetoric and ethics and believes that a “participant of effective dialogue can be an honest, fluent person, i.e. *vir bonus dicendi peritus*”. In addition, it is worth noting that the concept of social dialogue is one of the five basic concepts recognized as constitutional principles in the preamble to the Constitution of the Republic of Poland. Other principles are: “respect for freedom and justice, cooperation between authorities and the principle of subsidiarity”. Thus, constitutional social dialogue is a dialogue in the sense of a sequence of conversations aimed at reaching agreement in a situation of conflict of positions and interests, while the dialogue of social partners is reaching agreement through talks (negotiations and negotiations). And so communication in partners in a virtual environment is understood as a dialogue of social partners in its negotiating aspect, where the subject of research are:

- tasks aimed at achieving victory for both parties,
- compromise behavior of the parties,
- seeking mutual interest of both parties,
- behaviors of empathizing with each other in their needs and feelings to find a solution,
- exchange of information that is spontaneous (by asking questions and making representations).

5. HYPERTEXTUALITY OF SOCIAL DISCOURSE IN A VIRTUAL ORGANIZATION

Most often, the participants of considerations about the phenomenon of virtual reality, which has an audiovisual character and allows a human being to be located inside an electronically designed space-time and actively participate in the events taking place in it, come to the conclusion that the relationship between man and machine is nothing but a communication situation devoid of traditional strong reference function and deeply violating the “old” Jacobson type of relationship between the sender of the message and the recipient. And it is this communication problem that is the most interesting for me today because it is the starting point for further media coverage, because it illustrates the scope and dimensions of the transformation that occurs under the pressure of technological pluralism not only in culture but also in many other areas of the modern world: the real and virtual. Communication activity in the new reality is combined with a way of structuring it in that space. The text is not linear as it is in the real world but has a spatial structure, fluid and completely dependent on the recipient and not the creator. In the real world there is talk of such a way of creating, and basically receiving the text as intertextuality. As an interpretative category, this concept initially appeared only on the basis of literary theory as

a vision, and was introduced by J. Kristeva. The glossary of literary terms defines intertextuality “as a sphere of inter-textual connections and references in which a given work participates, the area of expression and ways of speaking, in which it determines its form and meaning” (Sławiński, 1988). He mentions intertextuality:

- Relations between textual levels inside the work, idiolects of individual characters;
- Between the actual text and the metatext;
- Recall specific statements that precede the work, quotes, allusions, paraphrases;
- Imitation of forms and styles of expression, idiolects, dialects, sociolects, functional styles etc .;
- Belonging to a specific literary genre;
- Intersemiotic references between word texts and texts representing other character systems (Sławiński, 1988).

When transferring textuality considerations to virtual reality, the existence of intertextuality is not questioned, however it is differently materialized. The awareness of the hyperlink on the web and the ability to distinguish it from the materialized traces of one text in another, which is a feature of interculturalism, allows us to call this phenomenon **hypertextuality**. Changing the prefix is not only related to the new environment, the new research space, but has structural features. The very use of the concept of hypersexuality is often associated with a terminological research problem consisting in determining the correctness in the use of the concept of **text** in the network and, as a result, **hyperertextuality** and the **concept** of message. It is believed that the concept of hyperertextuality is more correct than the concept of message, which is used to define one-way communication, because the conceptual scope of this term is determined in the context of process models related to the transmission of the coded signal and coding of the semantic content of a set of characters. Understanding, therefore, network communication as a text, is primarily a focus not so much on the transmission of meanings, but on its creation. From the perspective of literary theory, the unit of text is a lexis⁶ that has its reference also in hyperspace in the form of a hyperlink, which is found only in electronic text. In various fields of humanities, scientists are inclined to understand the text in new media not only as the creators of meanings but extend this understanding to all cultural creations. Since culture is a collection of texts, it

“is similarly a collection of lexis, relatively coherent and indivisible or divisible in the sense in which metalexia, i.e. it can simply be a collection of proper lexis (in the sense of systematics). (...) The fact will be every fact, every element that we can classify as an element of culture” (Mochola, 2019).

According to Roland Barthes, the lexis is a unit of reading, consisting of words, tasks or paragraphs a portion of meaning. In the electronic song, as Mariusz Pisarski notes,

“we are dealing with »personalization« of this gesture, and even its extortion, through a hyperlink. (...) In hypertext, the lexis is rather a unit of the text itself, it comes from a broadcasting instance, and may not coincide with reading units, although the more it does, the better” (Pisarski, 2019).

⁶ Lexicon – is a relatively coherent and indivisible unit of text.

Therefore, in the virtual space in Barthes' view, secondary structuring occurs, because there is no longer a homogeneous sequence of printed characters but variable text sequences on the screen follow. This extends the essential features of the text (Gwóźdź, 1992)⁷. The main change concerns the perception of the text as a dynamic mechanism of producing meanings, and not the static reception of the record as before. This is particularly important for the study of cultural products such as behavioral patterns, for example. A dynamic view of the text allows you to see not only the constant but also the variable form of the cultural product. Hypertextuality in the network

“is closely related to the hypertext mechanism, which is based on the creation of an internal system of links that would connect the places indicated in the text, similarly to encyclopedic journalists, but more efficiently and openly, i.e. allowing the reader to change these connections independently” (Sitarski, 2002).

The essential feature of hypertext is its non-linearity, however, it does not exclude the linearity of the text. This statement results from the fact that, after all, hypertext is a type of text, and more precisely, textuality rules over hypertext. Hence, hypertext can be a written word, picture, sound. Therefore, the study of network communication in such a broad sense of the text should not surprise or constitute any research obstacle. The second significant feature of hypertext is the large number of navigations. It is a finite number of connections but the connection paths are undefined. The lack of many means of expression and focusing solely on the text, as I have argued above, does not exclude the existence of hypertext, which is particularly visible with its other feature. There is an infinite number of navigation through the messages of participants, which causes the creation of new meanings, which keeps the specificity of network communication in the form of its hyper-reality and innovation in the production of new meanings. The hypertextual organization of network discourse gives us a chance to create more and more open works, which Umberto Eco writes about in his book *Open Work. Form and indeterminacy of contemporary poetics* (1994). He compares the logic of narrative activity on the web to dream logic. Dream logic optics refers more to a potential hypertext reader than it is an attempt to create such a way of organizing statements. As Andrzej R. Mochola writes, hypertext is (...) a response to the logic of dreams, not its realization. Contemporary attempts to create a theory describing the operation of hypertext while at the same time rendering its semantic context are still insufficient and this task is still open to researchers.

Operation through virtual reality raises many possibilities and difficulties. The environmental research issues outlined above only affect the personal environment (clients, recipients and personalized environment). Understanding the mechanisms of technical functioning and the human factor in this world can give real profits. Lack of humility towards this medium and disproportionate losses as to the cost of their own ignorance.

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⁷ There are four characteristics of a text: stability (a kind of fixed complex of characters), structurality (the text is the implementation of a certain sign system), expression (is the source of meanings), demarcation (it can be described as a unit of expression) (Gwóźdź, 1992).

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AN INCREASE OF THE REGION'S COMPETITIVENESS THROUGH EFFECTIVE TOURIST PRODUCT MANAGEMENT: AN EXAMPLE USING THE THEMATIC TRAIL

The present article explores the possibility of increasing the competitiveness of regions by creating interesting tourist products that are based on local resources. An example of such a regional tourist product is the thematic (or 'nature') trail. The issue of trail management is also discussed using an example of a cultural trail. This review article used verified data from publicly available existing sources, including specialist literature and the internet. In addition to publicly available data, we used a case study approach using examples of the Culinary Trail "Podkarpackie Flavours" and the "Wooden Architecture Trail" of the Małopolska Voivodship. We analyzed the case study to answer the following question: "Can a tourist product of a region used in a network structure (such as a thematic trail) affect the region's competitiveness?"

Keywords: region, competitiveness, management, tourist product, trail.

1. REGIONAL COMPETITIVENESS

The phenomenon of competition occurs in many areas of economic, social, artistic or sports life. Competitors compete with each other, striving to achieve similar or even the same goals at the same time. Often, competing means eliminating rivals and attracting their clients (Noga, 1993).

The effect of competition is competitiveness, which indicates the way in which companies compete in the market for customer demand.

An entity that is able to provide customers relevant goods and services at the right time and place, with good quality, meeting their expectations and needs, will be a more efficient, effective and therefore competitive (Kraszewska, Pujer, 2017).

Today, competitiveness means the ability of companies to be innovative, as well as flexibility in operation and the ability to adapt to the dynamics of market changes (Abbas,

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2000). In order to gain a competitive advantage it is also important to manage knowledge resources (Hallin, Marnburg, 2008).

The competition and competitiveness can also be discussed in relation to spatial units. Regional competition may have a direct dimension, regarding competition for access to outside benefits, attracting investors, resulting in socio-economic development and raising the quality of life, as well as indirect – then local authorities act to improve the conditions of the regional environment for entrepreneurs (Nawrot, Zmyślony, 2009).

The intensive development of tourism in recent decades, manifested in an increase in the number of tourists, travel and generated income has caused that individual areas compete with each other. Cities and municipalities as well as regions undertake intensive efforts to attract tourists by creating attractive tourist products, promoting and distributing them so that a potential tourist chooses a given region as the destination.

In the light of the above arguments, competitive regions with a leading tourist function should be characterized by, among others (Szewczuk, Kogut-Jaworska, Ziolo, 2011):

- an offer corresponding to the expectations of external investors,
- an ability to create friendly conditions for the functioning and development of entrepreneurship,
- an attractive tourist product based on own resources,
- efficient cooperation with the environment.

Nowadays, creating new, interesting tourist products of the region is fundamental to increasing the attractiveness of a given place, as well as, in the process of competition between tourist regions. According to Kruczek and Walas (Stasiak [red.] 2009), the tourist product of the region (also defined in literature as regional and territorial product, destination product) includes space availability, image, infrastructure, services and price. Therefore, it contains tangible and intangible elements, payable, partly payable and free of charge, offered, among others by tourist base managers (e.g. accommodation), self-government cultural institutions (e.g. museum), residents (e.g. hospitality) or the natural environment (e.g. landscape).

In order to program a new tourist product of the region and thus increase the competitiveness of a given area, it is necessary to ensure proper coordination of activities of various entities representing both the public and private sectors, often dispersed and focused on their own activities. The influence of a number of internal and external factors should also be taken into account. The first group includes factors closely related to the entity and its functioning on the market, and the second group includes the environment factors of the entity and factors directly affecting the created products, e.g. consumer needs and experience (Meyer, 2010).

The diversity of entities and interacting factors usually means a situation where there is a conflict of goals, interests and modes of action. There is a rivalry that negatively affects the functioning of the created product, and this leads to a disruption of its spatial structure, reduction of quality and reduction of tourists' interest in a given region. The solution in this case is co-competition, i.e. establishing partner relationships, cooperation within the framework of an integrated product, but also competing with each other for a tourist (Panasiuk, 2012). According to Panasiuk, an integrated tourist product should be identified with the offer of the area created jointly by tourist entrepreneurs, local government units and tourist organizations (Panasiuk, 2008).

2. THEMATIC TRAIL AS AN INTEGRATED TOURIST PRODUCT OF THE REGION

The thematic trail is a special example of an integrated tourist product increasing the tourist attractiveness of the region, considered as an indicator of its tourist function. This type of trail consists of a series of “places” or “objects” associated with a certain thematic idea, connected to each other by a marked route (walking, water, car etc.) and a variety of tourist infrastructure located along the trail (Kaczmarek, Stasiak, Włodarczyk, 2010).

The trails are classified as complementary infrastructure, however, the higher their density, the more tourist traffic and the better developing tourist infrastructure can be counted on.

The thematic trail, as an integrated product, is also an example of an element of regular management of economic development in a given area. The trail allows you to concentrate tourist traffic on a large area by channeling it along selected routes, but also, on the other hand, limit excessive concentration of tourists in places threatened by their expansion by dispersing trail users over a larger space. It is worth mentioning that certain regions, so far not very popular among tourists, have been promoted in this way, and in some cases tourism has become the main factor for their development. Thematic trails, such as the Eagles' Nests Trail, Wooden Architecture Trail or Green Velo Bicycle Trail, mean that tourists, instead of going only to one of the most known places, visit several others. They do not have to look for other attractions, because traveling along the proposed route, they reach the surrounding monuments and places they have never heard of before. The combination of towns and monuments with the superior idea increases the attractiveness of each of the individual stops along the travelers' route.

The trail as a tourist product is characterized by complexity and multi-production. It consists of many individual goods and services that tourists use during their journey.

Kaczmarek and co-authors list six categories of tourist product that may be included in the route:

1. services – accommodation, catering, guide, tourist information,
2. things – guides, tourist maps, souvenirs, postcards, multimedia presentations,
3. objects – architectural monuments, technical monuments, museums, natural objects,
4. events – shows, presentations, cultural events, recreational events,
5. events (tourist packages) – city tours, trips in the area, stay offers,
6. area – city, commune, district, national park (Kaczmarek et al., 2010).

The relationships between individual components are multi-faceted and can be complicated by the fact that each of them has a different manufacturer. Creating one coherent product from many parts requires especially identifying the entity coordinating the activities of all producers of partial products. The role of administrator-coordinator may be performed by local government, regional and local tourist organizations, tourist associations (sometimes specially created for this purpose).

Kachniewska (2015) emphasizes that in creating a coherent network of cooperation within an area (spatial) product like a trail, legal and organizational separation of individual entities should be maintained. Proposes the use of repetition of certain actions aimed at increasing the quality and attractiveness of the offer under the model of creating a network tourist product.

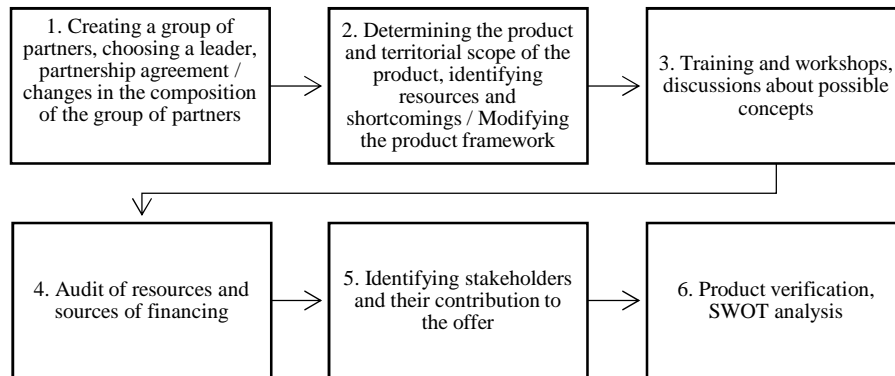


Fig. 1. Model of creating and improving a network tourist product

Source: (Kachniewska, 2015).

In practice, it is difficult to achieve equal involvement of all entities in trail management. It is worth specifying the requirements that the organizational structure of the thematic trail should meet. This will ensure not only its management in the operational phase (creation, organization) but also after its completion.

First of all, should be define a hierarchically ordered organizational structure. As already mentioned, local government units are often in such a structure. However, their competences in managing the thematic trail are not always fulfilled effectively.

Examples of tasks for individual self-governments in the field of thematic trail management, lists Gawel (2011). He suggests that the provincial government, with the appropriate human resources, should enable route planning, trail marking, trail promotion as a brand (e.g. substantive supervision of promotional publications, organization of study tours), image creation, development of elements of visual identity, coordination of activities of other partners, support in obtaining external funds.

In turn, the county self-government would be responsible for creating tourist information points, distributing information materials about facilities in the county, coordinating the activities of municipalities, as well as cooperating with partners and stakeholders as part of developing the tourist services market on the trail.

The competences of municipalities may include taking care of the immediate surroundings of the trail, maintenance of information boards, ensuring constant time frame of accessibility to facilities, including trail proposals in the program of regional events, cooperation with municipal education institutions to develop educational programs for children and young people regarding the local cultural heritage, cultural identity etc., and cooperation with the owners of facilities to improve the quality of services (e.g. assistance in employing seasonal guides recruited from the local community).

If a given local government is not appointed as a leader in the network structure of a tourist product, it may be taken over, for example, by a non-governmental organization or a local tour operator.

Another solution is possible – a separate coordinator could be specifically appointed for this role, who would only organize the activity of the route in a different scope than it was at the stage of its creation. The tasks of this coordinator would relate to serving tourists and

creating or mediating the development of specific offers, including the trail, its selected sections or individual facilities.

3. THEMATIC TRAILS PROMOTING REGION

A positive example of creating a regional product in the network formula is the Culinary Trail Podkarpackie Flavours. It has been operating for six years as the only active culinary trail in Podkarpackie Voivodship. It was created in 2013, originally associating 39 gastronomic facilities in a partnership. Currently, the trail has 48 places, including 42 restaurants, one vineyard, two confectioneries and three agritourism farms. It should be noted that this is one of the longest culinary routes in Poland, which distinguishes the Podkarpackie region on the map of the country.

From the beginning, the initiator, creator and coordinator of the trail was the Association for the Development and Promotion of Podkarpacie "Pro Carpathia". The proper management and harmonious cooperation between particular objects and the coordinator are worth emphasizing. The results of this cooperation are honors and awards gained by the trail. Among others, trail was the finalist of the contest for "The Best European Tourism Destinations EDEN – Tourism and local gastronomy" in 2015 (<http://gospodarkapodkarpacka.pl/news...>), was awarded by the Polish Tourist Organization in the #NaWsiNajlepiej contest in 2018, winning the second place in the category "Culinary routes offer in rural areas" (<https://nawsinajlepiej.polska.travel/2018>), as part of the National Geographic Plebiscite, in which Internet users chose "7 new wonders of Poland" – it was one of the candidates and took the seventh place in the vote, officially becoming one of the new wonders of Poland.

According to the representative of the trail coordinator, trips "with taste" distinguish Podkarpackie as a place where it is worth coming to eat tasty, interesting and in accordance with tradition. The trail contributes to exploring the entire region by seeking culinary experiences. On the trail you can try Lemko-Boyko, Pogórzańska, Lasowiacka and Old Polish cuisine, which was served in noble manors and magnate palaces. As Krzysztof Zieliński from the Pro Carpathia Association claims: "we transform the local tradition and delicacies of our cuisine into promotional success measured by the number of satisfied tourists" (<https://nowiny24.pl/szlak-kulinarny-podkarpackie...>).

The Culinary Trail Podkarpackie Flavours caused that regional dishes, drinks and specialties became the destination of many tourists to the Podkarpackie Voivodship. However, it is difficult to assess exactly how many tourists come to Podkarpackie because of the culinary route. The choice of tourist destination by tourist participants depends on so many factors that it is not easy to determine which ultimately affected arrival in a given region. According to information published by the Statistical Office in Rzeszów (<https://rzeszow.stat.gov.pl/dla-mediow/informacje-prasowe...>) on the total number of tourists choosing accommodation in Podkarpackie, it appears that in 2018 it was 37.4 thousand higher than in 2017. However, there were fewer foreign tourists (by 11.7 thousand people). In 2018, all tourists were provided with accommodation by 155.4 thous. more than a year ago. It is not excluded that such a result was noted, among others, thanks to the offer of The Culinary Trail Podkarpackie Flavours.

In turn, according to research conducted in 2018 by Exacto LLC, commissioned by the Podkarpacka Regional Tourist Organization, Podkarpackie Voivodship turned out to be one of the most often visited region by domestic tourists, giving way to the Pomorskie and

Małopolskie provinces. Respondents (1,500 inhabitants of Kraków, Warszawa and Wrocław) indicated that one of the significant assets of the studied region that would make them come to this part of Poland are traditional dishes (29.4%) and interesting themed trails (26.4%) (<https://podkarpackie.travel/assets/media...>).

It is important that the tourist offer is varied and the promotional message is consistent and builds a strong image of the place. The culinary trail as a product of the region guarantees a variety of offers for tourists, however, entrepreneurs alone without the support of entities responsible for tourism at various levels are not able to provide large-scale promotion.

Another example of the trail numerously visited by tourists, not only from Poland but also from abroad, is the Wooden Architecture Trail (WAT). It is a tourist trail created in cooperation with four provinces: Świętokrzyskie, Śląskie, Małopolskie and Podkarpackie. WAT was created in the years 2001–2003. A few years later, in 2008-2009, the Wooden Architecture Trail in the Świętokrzyskie Province was also marked (https://pl.wikipedia.org/wiki/Szlak_Architektury_Drewnianej). This trail is the oldest cultural trail marked out in Poland and includes, among others small-town and health resort complexes, open-air museums, palaces, churches and orthodox churches, some of which have been inscribed on the UNESCO World Cultural and Natural Heritage List.

Despite the fact that this trail was marked out in four voivodships, it can only be stated on the example of the WAT of the Małopolska Voivodship that the trail is “lively”, active and open to tourists. It is also the richest in terms of cultural resources (nearly 250 objects connected by a route with a length of 1500 km) (Gaweł, 2011) part of the trail and most visited by tourists (about 1 million per year) (Bogacz-Wojtanowska, Gaweł, Góral, 2016). The activity of the Małopolska WAT is the result of cooperation between the Marshal's Office of the Małopolska Voivodship and the Małopolska Tourist Organization (MOT), which was initiated in 2008 in the implementation of the Open Wooden Architecture Trail project. Since then, the thematic offer of the trail as a product has been increased, various events on the trail have been organized (including the Enchanted Music in Wood Festival, Christmas carol concert Małopolska Cultural Heritage Days, WAT Open Days). In addition, the condition of the trail marking and boards is constantly monitored.

In key places, i.e. most visited by tourists, there are collective tables with the entire course of the trail in several language versions. It was ensured that the facilities on the trail (not directly supervised by another institution) in the summer season, i.e. from May 1 to September 30, were open to visitors, photo and film competitions are organized, study visits take place, promotional publications are issued, and television programs are implemented, educational workshops.

Despite many successful implementations with the use of the Małopolska WAT facilities, there is a need to improve the trail management process, conduct continuous research on recipients along the trail (e.g. modeled on studies in open WAT facilities from 2008, the results of which showed the great popularity of the tourist product) (Gaweł, 2011) and contact with stakeholders of this tourist product. However, according to Gaweł, “SAD management cannot be reduced solely to care for individual monuments and promotional activities aimed at increasing the number of visitors. It is necessary to pursue a sustainable development policy” (Bogacz-Wojtanowska et al., 2016). The richness of culture will ultimately determine the attractiveness of the trail, “we can tempt – with a string of wooden architecture beads. The French, Germans and Austrians envy us the last relics of wooden construction” (Zieja, 1999).

4. CONCLUSION

Over the past decades, tourism has become an important factor for many regions in developing and competing for tourist demand. In search of sources of competitiveness, new tourist products of the region have been programmed. Numerous thematic routes have arisen in many regions and encourage to explore the richness of cultural, natural or industrial heritage. Such ideas resulted in the distinction on the map of tourist destinations that offer interesting, original and unique tourist products on a national and sometimes European and world scale. Trails are usually network products that stimulate social, economic or cultural changes in regions. Competing by creating tourist products of the region has contributed to the benefits of developing local enterprises, activating society and attracting investment. In this context, skillful route management plays an important role, which should take into account the goal of sustainable development.

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NOMOTHETIC AND IDIOGRAPHIC APPROACH IN MANAGEMENT SCIENCES²

This article covers the philosophy of science, particularly the philosophy of management sciences. Ultimately, this study aims to determine the nature of management sciences based on a division into nomothetic and idiographic sciences. A secondary aim is to formulate prerequisites for the recognition of scientific laws and to verify their existence in the management sciences. The methods used for this study include analysis and logical construction. Results demonstrated that the management sciences are a special type of praxeological sciences that are both nomothetic and idiographic. The main conclusions of the article have direct implications for both the theory and practice of management. Treating management sciences as nomothetic significantly broadens the fields of research exploration, particularly in their implementation of the classic functions of science (i.e., description, explanation, and prediction). The implementation of these functions may lead to the creation of new organizational models and new methods focused on the description, explanation, and prediction of management processes.

Keywords: philosophy of management, laws of science, nomothetic sciences, idiographic sciences, praxeology.

1. INTRODUCTION

Nowadays, management sciences are in a period of permanent crisis (Koontz, 1961; Laurie, Cherry, 2003). One of the most important reasons for this crisis is the lack of a recognized philosophical basis for the management sciences, especially in the field of epistemology (theory of cognition).

The final aim of the article is to determine the nature of management sciences in the context of division into nomothetic and idiographic sciences by W. Windelband. The partial aim of the article is to formulate prerequisites for the recognition of scientific laws and to verify their existence in the management sciences. The article uses the method of analysis and logical construction.

The first chapter presents the process of distinguishing nomothetical and idiographical sciences in the philosophy of science. The second chapter specifies the criteria for

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recognizing selected sentences as scientific laws, while the third chapter presents a proposal to place management in the classification of sciences. In the fourth chapter, the study presents conclusions on the basic law of praxeology – law of diminishing marginal utility. In the fifth chapter, the study demonstrates how the law of diminishing marginal utility is used in the context of introducing detailed laws in the management sciences. Finally, it specifies, whether the nature of management sciences are nomothetic or idiographic.

2. DIVISION INTO NOMOTHEICAL AND IDEOGRAPHICAL SCIENCES IN THE PHILOSOPHY OF SCIENCES

At the beginning of the twentieth century, W. Wundt proposed the distinction between formal and real sciences (Wundt, 1906). Primarily, we can include logic to formal sciences and natural and human sciences to real sciences. The main criterion for the division of real sciences was the reference either to natural or mental aspects of reality. Criticism of the classification of sciences according to the criterion of their mentality contributed to the formulation by W. Windelband of the distinction, according to the methodological criterion of the nomothetic and idiographic sciences (according to the methodological criterion) (Windelband, 1980). Nomothetic sciences (gr. *nómos* – law, *thetós* – established) was referred to by W. Windelband as sciences in which it is possible to formulate ahistorical laws, and idiographic sciences (gr. *ídios* – own, private, specific, *gráphō* – write) as those where it is impossible to formulate ahistorical laws. Thus, the function of idiographic sciences is merely a description and explanation of individual facts that are relative to place and time. At the same time, according to W. Windelband, an object may be subjected to both idiographical and nomothetical investigation. According to the division proposed by W. Windelband, the nomothetical sciences include, for example, psychology, physics, chemistry, biology etc. The idiographical sciences include, for example, history, art history, or musicology.

H. Rickert, referring to the W. Windelband classification and the philosophy of I. Kant, divides sciences into natural and historical sciences (Rickert, 1986). According to H. Rickert, the natural sciences are of a nomothetic nature, and the historical sciences are idiographic. H. Rickert's nomothetical sciences meant the ability to generalize rights, as opposed to ideographical sciences of individual interest, unique phenomena (Machlup, 2014).

3. SCIENTIFIC LAWS

As stated in Chapter One, the criterion for the division of science into nomothetic and idiographical sciences is the possibility of formulating ahistorical scientific laws. First of all, the criterion for recognizing the statements as scientific law is to be accepted.

In literature in the field of philosophy of science, it is difficult to point to a concept that is more ambiguous than “the law of science”. Independently from the understanding of the “law” concept, its etymology can be indicated in the name “regularity”. Regularity here, means repetitive relations between subjects of reality. In literature, since the time of Aristotle there has also been widespread agreement that the laws of science should call such regularities, which are not individual things and individual phenomena, but classes of subjects and phenomena (Aristotle, 1975). The laws of science are thus expressed by generic names (concepts), not individual names. In the broadest meaning of the law, it can be called a strictly general statement about the occurrence regularity. The study assumes

that to be recognized as a law of science, it should meet the following criteria (Such, Szcześniak, 1999):

1. Strict generality (universalism) – that is the universality of space-time coverage of the law. It should concern all objects in a given class, regardless of where and when they occur.
2. Inequalities of the finite class of individual sentences – this means that the law cannot be replaced by any finite number of individual sentences.
3. Ontological openness – this means that the law should cover all phenomena – past, present, and future.
4. Epistemological openness – this means that the law applies to both learned and unrecognized phenomena.

The subject of discussion in literature, however, is the status of statistical laws, and therefore the regularities between objects of reality, which occur with some probability. From the point of view of extreme epistemological rationality, the status of laws is admitted exclusively to deterministic laws. An example of the law of science expressed in such a view is the law of universal gravitation, whereby “between any pair of bodies of mass there appears the force of attraction which acts on the line joining their means, and its value increases with the product of their masses and decreases with the square of the distance” (Newton, 1999). This law is universal, necessary and permanent, fulfilling the criteria of strict generality, inequalities of the finite class of individual sentences, and the ontological and epistemological openness.

Considering that statistical laws do not meet the indicated requirements of scientific law, it is assumed that statistical laws do not, in fact, constitute scientific laws. This approach is consistent, on the one hand, with the treatment of scientific laws by Popper (2005) and, on the other hand, with the famous aphorism of E. Rutherford, who argued that “If you need to use statistics, then you should design a better experiment”. K. Popper also considered that statistical hypotheses are non-falsifiable; therefore they are unscientific and metaphysical (Popper, 2005).

4. MANAGEMENT SCIENCES AS A PRAXEOLOGICAL SCIENCE

From the point of view of the purpose of this publication, it is necessary to present the assumptions concerning the position of management sciences in the classification of sciences. It is assumed, by W. Wundt, that the division of science into formal and real (Wundt, 1906). The formal sciences primarily include mathematics and logic. Real sciences are divided into two categories: natural sciences and praxeological sciences (human sciences). Biology, chemistry, physics, etc. can be distinguished among natural sciences. The praxeological sciences include sociology, political science, history, cultural studies, economics, management, ethnography, law etc.

The subject of praxeological sciences is human action (Mises, 1998). Praxeological sciences, as their subject, are chosen by the various types of action (Nowak, 2015). And so, the subject of economics is generally the relationship of exchange between entities (as a specific type of action), the subject of sociology is all social phenomena (as a special type of action), and the subject of management is formation and development of the organization (as a special type of action).

Every human action can be considered from two points of view. The first is the description of the history of human activity or the history of the effects of human activity.

The other is the formulation of scientific laws for human action. According to the first approach, the praxeological sciences is analyzed in idiographic terms, and the second approach – in terms of nomothetic. The main problem in this paper is to determine whether management science as a particular type of praxeological science can be considered in a nomothetic approach. In other words, is it possible to formulate scientific laws satisfying the criteria of strict generality, the inequalities of the finite class of individual sentences, ontological openness and epistemological openness in management science?

Praxeology is a science developed in two basic approaches – Polish School of Praxeology (so-called classical school) and Austrian School of Praxeology. On both sides, it is assumed that the primary purpose of praxeological sciences is to formulate the laws of science. Representatives of the Polish Praxeological School have stated, however, that they have not been able to formulate scientific laws yet, but that this should be a fundamental aim. The formulation of scientific laws would allow to define the basic axioms of praxeology and constituted deductive reasoning. Unlike the Polish praxeologists, representatives of the Austrian Praxeological School differed in opinion. They stated that in a deductive way, from the axiom of human activity, they formulated several laws of science specific to praxeology. The most important of these laws was the law of diminishing marginal utility.

5. SCIENTIFIC LAWS IN PRAXEOLGY

The most important theoretical constructs of praxeology are above all: action, means of action and aim of action. Action refers to every intentional behaviour of man (Mises, 1998; Kotarbinski, 1969). The cause of any action is the discomfort experienced by the actor. Discomfort is an immanent human trait. The situation of not having any discomfort is impossible, in which there would be no premises for action. The aim of the action is called the planned effect of the action. So the purpose of any action is to avoid any sense of discomfort. Two types of resources can be used to achieve the objectives. First, those in a given situation are abundant, are widely available, and from the perspective of the entity of action, they are infinite. These resources are referred to as general or common acting conditions. An example of this type of resource is air. The second resource group is the means of action (Rothbard, 2009). Means of action are defined as limited resources which, in the opinion of the actor, will enable the intended purpose of the action to be achieved.

The number of goals that can form an actor is limited only by his or her imagination. It is certain, however, that the entity cannot achieve all the objectives. Considering the limitation of the means of action, the entity of action decides to work towards one goal at the expense of the other. The mechanism that leads to the selection of objectives is the process of evaluating and ascribing values to individual goals. L. von Mises refers to such a process as valuing statements (Mises, 2001). Making statements of this type is individual (it is subjective) and follows the scale of the entity of action preferences. The result of this process is not values assigned by cardinal numbers, but only ordinal numbers. A person, therefore, determines which goals are more important to him/her than others, which is the basis for the actions taken. The inability to objectify valuational statements or to express them through numbers results from the impossibility of formulating an objective unit of measure. It is impossible to say that achieving objectives 1, 2 and 3 the entity of the action will be 2.5 times happier, than, for example, if it attains objectives 1 and 2 on its individual preference scale. Moreover, the scale of preferences of each object of action is subject to

numerous changes, e.g. with regard to age. Changes in an individual's preferences cannot be predicted exactly in the same way just as future knowledge can not be predicted, for example in 2 years.

The most important conclusion in the foregoing considerations is, therefore that value or utility are not objective quantities and therefore cannot be expressed in numbers and thus cannot be subject to basic algebraic operations such as addition, subtraction, multiplication, or division. The indispensable performance of valuing statements leads to the scheduling of the goals that an entity intends to achieve. This ranking can only be expressed using ordinal numbers, not cardinal numbers.

Similarly, the entity of the action is making valuing statements in when selecting means of action. From the time of C. Menger, however, attention is not paid to the usefulness of the whole class of a given good, but only to one of its units. It is this marginal analysis that has allowed the founder of the Austrian praxeological school to solve the paradox of water and diamond values. C. Menger clarified this paradox as follows. If a person is on a desert island where no other goods are available to put it simply, in the face of the choice of one unit of water and one unit of diamond, he or she will choose one unit of water. On the next decision one may assume that he or she will again choose a unit of water. After repeating this experience n times, when choosing $n+1$, when the subject finds that water is now abundant will decide to choose a diamond. The most important conclusion from C. Menger's thought experiment is that each unit of a given good is valued individually (Rothbard, 2009). Humans never make a valuing statement about the means of action as the whole class of a given good, but only within the scope of the individual that is the object of action.

By determining that people make valuing statements for each unit of a given good, it is necessary to reflect on the implications of this fact. So let's take a look at a good such as water. It does not matter whether we analyze water in this case as a mean or as an objective of action. The entity of action assigns utility to the first unit of water in the context of achieving the highest order. Once it has been achieved, each consecutive unit of water will allow it to achieve the goals that are ranked below in the classification of goals. Taking into consideration that every person in the act of action prioritises goals in relation to their needs, the following statement is appropriate: Each unit of a given good satisfies less urgent needs of the entity of action. Following the same reasoning, C. Menger formulated the law of diminishing marginal utility, which can be presented as follows: With the increase in the quantity of a given good, the value attributed by the entity of action to each successive unit of the good is smaller. It falls because each successive unit of water allows achieving a less important goal according to the individual preference scale created during the valuing statement. The next step is to verify the fulfillment of the formal requirements of scientific law by the law of diminishing marginal utility:

1. Strict generality – the law of diminishing marginal utility refers to all types of activities and to all goods that are valued by the actor. Thus, the law of diminishing marginal utility applies to any object in a given class (and therefore actions) irrespective of where and when they occur. Accordingly, the law of diminishing marginal utility meets the criterion of strict generality.
2. Inequalities of the finite class of single sentences - the law of diminishing marginal utility, as it covers all actions, cannot be replaced by any finite number of individual sentences describing unitary actions. Consequently, the law of diminishing marginal utility satisfies the criterion of inequalities of the finite class of single sentences.

3. Ontological openness – in the law of diminishing marginal utility there is no time limitation for its use. It means that the law of diminishing marginal utility describes both past and future actions. Thus, the law of diminishing marginal utility meets the criterion of ontological openness of scientific law.
4. Epistemological openness – the law of diminishing marginal utility does not formulate any limitations on the cognition status of individual actions. That is to say, the law of diminishing marginal utility describes both actions already known and those not yet known. Accordingly, the law of diminishing marginal utility fulfills the criterion of epistemological openness.

In summary, the law of diminishing marginal utility meets all the formal criteria of scientific laws and should be regarded as such.

6. THE LAWS OF SCIENCE IN MANAGEMENT

In chapter 4 it is stated that praxeology makes it possible to formulate the laws of science with strict generality, inequality of the finite class of individual sentences, ontological and epistemological openness. An example of such a law is the law of diminishing marginal utility. Another question to be resolved is whether such laws exist in a specific praxeological science, such as management science.

The subject of management science is the creation and development of organizations as a special type of human activity. In the cybernetic approach, an organization can be called a deliberate system containing at least two components, one of which is of a managerial character. Management is most often characterized by planning, organizing, motivating and controlling (Griffin, 2016).

The law of diminishing marginal utility is appropriate for every human action, and should therefore also be appropriate for planning, organizing, motivating and controlling. So far, no attempts are known to apply the law of diminishing marginal utility on the grounds of management science. This niche in the author's opinion seems incomprehensible. The use of only one praxeological law can lead to the formulation of several specific laws.

The purpose of this study is not, however, to derive a number of laws of management science based on the axiom of human action, and in particular the resulting law of diminishing marginal utility. Its goal is to indicate whether it is possible to formulate laws characterized by strict generality, inequalities of finite class of individual sentences, ontological and epistemological openness. To accomplish such a goal, it is enough to point out an example of a law concerning the planning, organization, motivating or control of the law of diminishing marginal utility.

The article has arbitrarily articulated a detailed law on motivation. Motivation can be called influencing the subject's behavior through stimuli that are transformed into motifs. According to the law of diminishing marginal utility "with the increase in the quantity of a given good, the value attributed by the entity of action to each successive unit of this good is smaller". As already stated, this law applies to every human action. In the case of motivation, this right can be analyzed both from the perspective of the employee and employer. One of the most important motivational tools is pay.

The pay earned is a good thing for the employee. As an actor, an employee may treat salaries as a means of action. Depending on the amount of pay received, it can be used for a variety of purposes. Certainly, for almost all employees, the basic purpose of remuneration

is to provide basic consumer goods such as food, housing, clothing, etc. They are the most important goals of the action from the perspective of almost every individual. Upon providing the basic means of subsistence (and achieving the most important goals), an employee may devote the remaining funds to less urgent needs. Expenditure of this type can be, for example, entertainment or education.

Since the law of diminishing marginal utility is applicable in every action, it should not be surprising that it works when valuing a resource that is financed by an entity performing work activities. According to the analysis of the fundamental praxeological categories, such as action, purpose of action, means of action and the inferred law of diminishing marginal utility, it is possible to formulate a specific law of motivation:

L: Each successive monetary unit motivates the employee to a lesser extent.

This law constitutes an exemplification of the law of diminishing marginal utility on the ground of the motivational process. Thus, it is characterized by strict generality, inequalities of the finite class of single sentences, ontological and epistemological openness. It, therefore, fulfills all the prerequisites for recognizing it as a law of science – according to the strict criteria for the recognition of given clauses as the right to learn, or not.

Each successive monetary unit received for work enables the worker to meet less urgent needs. This law, although derived from the fundamental praxeological categories, which describes the behavior of an employee; it is an important prerequisite for the creation of effective motivational systems by employers. Without further analyzing the consequences of the formulated law, it should be recognized, in line with the aim of this study, that it is possible to formulate scientific laws in management sciences and thus state that management sciences can be treated as a nomothetic science.

Management sciences can be analyzed not only through the prism of their nomothetic character, but also in the context of describing and explaining individual facts that are relativized to place and time. Hence, what seems to be outside the subject of theoretical dispute; management science is also idiographic. The statement shows that human activities in organizations can be both nomothetic and idiographic.

7. SUMMARY

The final aim of the study was to determine the nature of the management sciences based on division into the nomothetic and idiographic sciences. The partial aim of the article was to formulate the prerequisites for the recognition of scientific laws and to verify their existence in the management sciences.

By accepting the position of epistemological rationalism, four premises have been formulated for the recognition of certain regularities as scientific laws: strict generality, inequality of the finite class of individual sentences, ontological openness and epistemological openness. According to K. Popper's philosophy, such a restrictive approach led to the exclusion of statistical laws from the field of scientific laws.

Subsequently, using the division of sciences into formal and real sciences, management sciences are classified as a special type of human action – praxeological (human) sciences. Then, the basic praxeological categories are presented, in particular action, purpose of action and means of action. It was found that the law of diminishing marginal utility derived from the fundamental praxeological categories fulfills all the requirements of the law of science and can serve as a model for the elaboration of specific laws, in particular, praxeological disciplines.

Management is presented as a process consisting of four functions: planning, organizing, motivating and controlling. For the motivating function, based on the law of diminishing marginal utility, the following detailed law has been formulated: "Each successive monetary unit motivates the employee to a lesser extent". It has been found that this law is characterized by strict generality, inequality of the finite class of individual sentences, ontological and epistemological openness. Thus, the basic thesis of the article is that management science can be treated as a nomothetic science. At the same time, it was pointed out that management science can be viewed from the standpoint of individual, unique phenomena. Accordingly, management science can also be treated as an idiographic science. The presented conclusions of the study provide the basis for concluding that the aim of the article has been reached.

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SOCIAL REHABILITATION OF INDIVIDUALS WITH PHYSICAL DISABILITIES

Individuals with physical disabilities constitute a social group that is very diverse in terms of the type of body dysfunction, degree of impairment, time and causes of the emergence of disability, and the possibility of independent functioning in the local environment. Common features of physical disabilities include the threat of marginalization, poverty, and social exclusion, which are often based on stereotypes. Most individuals with physical disabilities require rehabilitation, and not only medical rehabilitation. Individuals with physical disabilities also need social rehabilitation which is important for quality of life. An effective rehabilitation process needs to be adapted to the individual capabilities and needs of the patient, ensuring respect for his/her subjectivity and dignity during the therapy process. The rehabilitation process will need to overcome psychological barriers that hinder the creation of positive motivation for perseverance and effort in striving for the fullest possible participation in community life – at local, family, and professional levels. Contemporary active social policy, as well as, scientific and technical progress, and widespread computerization of life in all areas means that people with physical disability have more opportunities for professional work and comprehensive personal development. These opportunities are particularly important for individuals within the so-called ‘working age’, and will provide richer involvement in the mainstream of social life.

Keywords: physical disability, social rehabilitation.

1. SOCIAL LIFE OF PEOPLE WITH PHYSICAL DISABILITIES – DANGERS AND OPPORTUNITIES

The variety of causes and features of disability make creating a universal classification for the needs of everyone interested in it – physiotherapists, insurers, employers, doctors. It is not a simple task and it requires further attempts. Since 1980, the WHO recommended by the International Classification of Damage, Disability and Handicap. Its essence is illustrated by the diagram.

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In 2000, WHO proposed the so-called International Classification of Functioning (JFC). The new system is presented in Table 1.

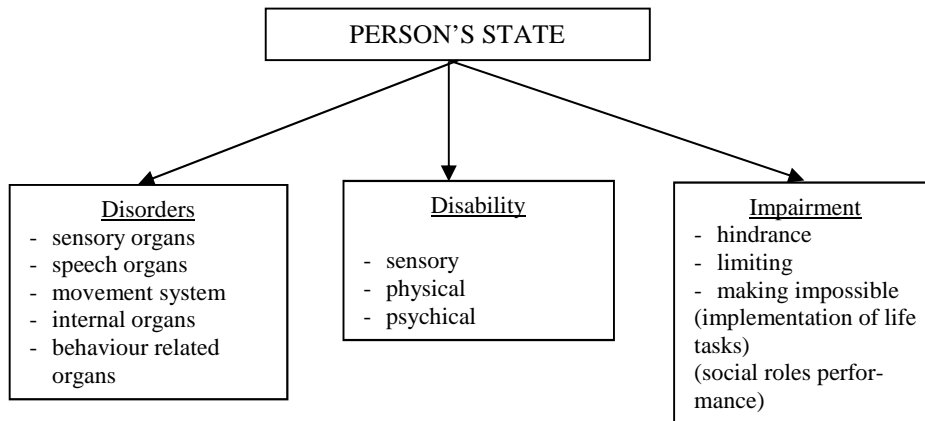


Table 1. Main categories of the International Classification of Functioning

Functions of organism	Body structure	Activity and participation	Environmental factors
1. mental 2. sensorial and pain 3. voice and speech 4. circulation, breathing, blood and immunity 5. digestion 6. elimination and procreation 7. neuro-musculoskeletal 8. skin	1. nervous system 2. eyes and ears 3. speech articulation 4. circulation, breathing, immune system 5. digestion 6. genitourinary system 7. locomotor apparatus 8. skin	1. studying and knowledge usage 2. putting tasks and aspiration 3. communication 4. self-service 5. mobility 6. home activity 7. interpersonal relations 8. participation in social life	1. available associated technologies 2. natural environment 3. obtained social support 4. insurance system guarantees

Source: (Kowalik, 2007).

According to the philosopher Zdzisław Cackowski, “human life arises through the creation and co-creation of interpersonal relationships (...) Creating of a human life also means creating of bonds with the world (Cackowski, 1997). One of the important features that distinguishes human life from animal life is precisely the constant desire to learn and establish emotional contacts with the entire world. The above activity makes a human being feel joy, contentment, contemplate his existence, discover its sense and purpose, realize the potential of personal possibilities. Its restriction due to various reasons – old age, disability, dying, restriction of freedom – is a source of worries, pain, suffering and sadness.

Attachment to life, love is a human trait, independent of beliefs and worldview. Only few are able to part with their lives voluntarily under the influence of various impulses. Most people take care of their life, make every effort to make their life longer.

Disability is one of the important reasons for the inability – “powerlessness” to maintain satisfying links with the environment. Infirmity, infirmity, infirmity, or suffering, suffering of infirmity! The greater the suffering, the greater the will to be strong, that is, the will to live, the need for openness to the world and people, the need for openness which is more or less acquisitive, sometimes slight, and sometimes even total (Cackowski, 1997).

In the context of the above said, it is worth quoting the apt reflection in Józef Sowa’s work: “the life of a disabled person is not a passive settlement in a definite entity, but a constant pursuit of ever higher forms of existence. Man is not only influenced by the world, but he also creates his world – he is active in social and professional sense. A disabled person is a unit with the reduced self-regulatory efficiency. A human-being however has many encoded positive features and properties that should be identified and used in the rehabilitation process (Żylińska, 2017).

Despite obvious limitations resulted in disability, the disabled do not automatically lose the full potential of life creative possibilities. Bearing this in mind, one should be enabled to use them as much as possible. Special education, supported by family activities, local environment, social policy and rehabilitation, have to play special role in this case.

2. THE NEED OF ABIDING SUPPORT OF PEOPLE WITH PHYSICAL DISABILITIES

Human social life begins from the early childhood and enters the next stages of school, family, professional and environmental activities along with progressive personality development, acquisition of experience and willingness to meet further needs.

The condition for its success is quick and full adaptation to changing environmental conditions, requirements, expectations of many people while they, for example learn, work, do activities for the local environment or cultural development. The more numerous contacts the person makes within formal and informal groups, the more prosperous, more varied and fuller is his social life which is inherent in human nature.

The fact that a man is by nature a social being was already noticed, among others, by Aristotle. In work for others, cooperation, solidarity, dedication, he seeks and usually finds the sense of his existence.

One of the basic conditions for fruitful, active and satisfying life in society and for society is being in good physical and mental conditions. An important obstacle to this is disability which in many cases does not diminish the chances for human self-realization. The person affected, however, requires appropriate support – rehabilitation in order to participate as fully as possible in culture activities.

The nature of the necessary support depends on many factors, namely: the age of the person, type of body dysfunction, reasons for its emergence, durability, irreversibility and personal traits. For this reason, many social rehabilitation programs can be made in accordance with the needs, expectations and capabilities of their entities. Each of them will be characterized by specific, detailed features, forms and methods of implementation, formal requirements for implementers – therapists, counselors, educators, psychologists, and doctors. Their common feature, that is the overarching goal, will always be however the release of the forces necessary for man to face adversity, and contrary to difficulties of being in the mainstream of social life.

A very promising form of social rehabilitation of school children and youth with physical disability of various etiologies are the so-called public integration classes,

organized at various levels of education which they can attend together with students who are without disabilities. The idea of integration just at the stage of school allows to achieve a number of valuable educational and therapeutic effects:

- showing the existence of diverse needs and possibilities of meeting them among the members of the school community,
- developing sensitive attitude towards others, as well as empathic thinking,
 - overcoming stereotypes and psychological barriers which often accompany interpersonal contacts of people in different physical conditions,
 - social activation of people from groups at risk of social marginalization,
 - creating opportunities for students with disabilities to establish peer-to-peer contacts, friendship based on common interests, talents, aspirations, and life dreams.

Tolerance, empathy, responsibility, kindness, forbearance, openness to other people's problems are the qualities necessary for everyone living in modern society; the above qualities should be set up at early childhood. It should be emphasized that educators and school teachers have to play a significant role in this case; on their educational and organizational competences, to a large extent, depends quality of integration classes.

When physical dysfunction makes impossible to study in institutions with integration classes, social rehabilitation can be successfully implemented in special centers. Their mission is to fully prepare each pupil for independent functioning in social environment – to provide the necessary, comprehensive knowledge about the world; to provide pupils with necessary skills to deal with everyday problems, as well as to enjoy life by enabling various contacts with other people.

Physical disability do not usually limit intellectual ability, sensitivity to values, reflectiveness, willingness to feel and understand the sense of life – suffering, pain, hence in this context the use of the term “a disabled person” loses its sense – it is not appropriate.

In addition to the opportunities for harmonious, comprehensive, and especially social development of a pupil with physical impairment, studying in integration classes exposes him/her to special stress, development of an inferiority complex, a sense of distinctiveness, shame before peers with better physical condition. This may lead to loss of self-confidence, personal value, blocking effectively positive motivation to study and activeness in a class forum – withdrawal of school community from usual varied life.

In the context of the above potential threats, there are different views that a person with a disability should study together with pupils suffering from similar ailments, that is from physical disability. Of course, this kind of education can be provided by special facilities; but there are lot of parents who are unable to accept a child's disability at all costs for many reasons, that is emotional or prestigious ones.

In assessing what will be better for personal and social development of a child with a disability: studying in a special school or in public integration class, it is difficult to generalize, due to the fact that each case requires a multi-faceted, careful analysis, in accordance with the principles of the respecting dignity and subjectivity as well as with individualization of the educational process.

In the light of comments and reflections made, one can consider who benefits more in the sphere of moral, emotional, social development from studying in an integrated class. Considering the challenges of social rehabilitation of children and adolescents with physical disabilities, one cannot ignore such problems as sudden loss of health as a result of an

unfortunate event – a serious illness or traffic accident, or an unfortunate jump into the water during summer holidays.

3. SUPPORT AND THERAPY AFTER AN IRREVERSIBLE LOSS OF CERTAIN PHYSICAL ABILITIES

Birth developmental disability, and disability which has appeared unexpectedly, destroying completely one's life, confounding many plans, dreams, desires, are two different situations that affect the young psyche. In the first case, the developing person organizes his life as much as possible, sets himself goals due to which disability will not become a significant obstacle. Not knowing another life – living in full fitness – a person is often reconciled with fate, trying to find his place in society, focusing his efforts on realizing what is really possible. It can be stated that congenital disability does not cause violent, difficult to control, dangerous to health and life psychological reactions, which of course is not a universally binding rule.

In the second case, that is because of sudden, irreversible loss of fitness – the greater the person's previous life activity, the greater stress. New situation, lack of preparation of an alternative concept of further life and self-confidence, limited possibilities, shame, regret, anger and self-resentment often lead to nervous breakdown, depression, suicide attempts, self-closure, unwillingness to make efforts in order to have a new sense to life. Negative emotions, helplessness and fear of future cause long-term disorganization of mental functions, preventing getting strength to fight for a return to a relatively normal, independent life. A person with a sudden disability is usually shocked by the situation he finds himself in – his social life has been ruined. He cannot continue his job fulfillment; his role in the family has completely changed – from the head of the family to the person who needs support, constant care. It is associated with many sacrifices for relatives. The awareness of being a burden to loved ones increases his depression.

The goal of social therapy and rehabilitation of people who experience a complete "life collapse" is to convince them to:

- accept new situation,
- consider their strengths and weaknesses – limitations and potential options,
- focus on systematic, consistent overcoming of weakness and limitations,
- seek ways of obtaining the necessary support in the rehabilitation process,
- undertake efforts to use their strengths (education, life experience, professional experience and talents) to become fully independent,
- be engaged in activities for people in a similar life situation,
- lead busy lifestyle full of satisfaction, allowing to experience many new values that may not have been recognized before.

Such kind of rehabilitation is a long, arduous process that requires special psychological, social and pedagogical competences, empathic skills, sensitivity and special delicacy in dealing with people who were struck by life reality. In the first stage, usually during the patient's stay in the hospital, they are necessary for medical staff who look after him – for doctors, physiotherapists and nurses. It is their attitude, knowledge, behavior, emotions that influence the person and his will to embrace life complications, suffering, disability and social exclusion. Particularly important roles are also played by the closest relatives who help all the time, create comfort life conditions, inspire activity and effort to overcome pain and all limitations, accompanying failure and success.

Considering rehabilitation as a process of a person's bringing back to active life permanent disability, it is worth mentioning the psychologist Stanisław Kowalik, who draws attention to influence of subjective opinion regarding the patient's situation.

“The difference in the course of one's own life resulting from disability usually causes negative experiences, although they may have a lower or higher intensity. (...) For some people, recognition of the difference may mean blurring the lines between the present and past (denial of disability). In such cases, patients will not be willing to join the improvement process. They live in the past, stop in time when it goes about another lifestyle. For others, their own disability is a change that they do not consider as a life difference – they believe that it is possible to continue living – maintaining continuity between past and future. Disability does not deny access to future life changes. Of course, the motivation for rehabilitation will be strong, because there is no place for loss of future prospects” (Kowalik, 2007).

4. EDUCATION AND PROFESSIONAL WORK AS FORMS OF SOCIAL REHABILITATION

The complex of modern living conditions in a society with culture which develops and changes dynamically – techniques, science, social, political and economic relations, requires more and more careful upbringing of further generation – education tailored to current needs and challenges of the future. It is well known that the constant progress in all areas of life means that modern man must learn all his life. Lifelong learning is needed for anyone who wants to remain in the mainstream of social life and pursue personal goals, aspirations and ambitions.

New competencies development or acquisition increases their chances for employment, making new contacts; for gaining authority, prestige in the local environment; for leading of active lifestyle – all these activities lead to a significant improvement in their social position. They should be treated, therefore, as an important, valuable form of social rehabilitation which can practically proceed for many years with varying intensity.

Nowadays, good education is a prerequisite for finding a job and is a unique value for every person. It is often job that makes a person discover new passions, life values, sense of efforts. According to Z. Cackowski:

- the sense of work may result from the perception that it is necessary. There are many reasons for this necessity. In many cases it is associated with the feeling that work is a way of obtaining material resources necessary for person's life and family. In this way, the working person confirms and justifies his participation in social division of labor and social goods. To his own satisfaction, he states: *I deserve – I don't eat bread for free*;
- work is a field of varied activity. This requires varied and often very specific skills and abilities. *I can do it* – says the working person, painting an internal picture of himself. Self-esteem encourages one's work engagement;
- the work results can be useful for building and improvement of local environment, country or world. By engaging in building a better tomorrow through our own work, we make our work meaningful. We can then say: “I work for an important purpose, I am building a better tomorrow” (Cackowski, 2006).

Without human work, there would be no civilization, culture, or modern society.

An important factor of social life of every adult is gainful employment. Preparation for it generally starts from the earliest years of school education in all types of schools, including for students with disabilities. The dynamic development of information technologies, the widespread computerization of production of goods, service, trade and science creates many new professions – the demand for employees with qualifications where physical strength, fast mobility don't matter, but specialized intellectual competences are of great importance. Many social, interpersonal contacts are increasingly made in virtual space via the Internet, without getting out. Making business deals, studying, exchange of thoughts and views, gathering opinions, viewing art works and sports events all over the world, visiting attractive places in different continents and many other human activities can be carried out through the network with increasingly better equipment and computer software. Social contacts are increasingly spread to social forums that compete effectively – especially among young generation – with a different format for meeting people who have, for example, similar interests, views, needs or goals. An adult disability often means that in order to remain socially active, the person must change his previous job, and in many cases it also refers to professional qualifications. That is why professional counseling, retraining and education of employees with disabilities become so important for the above category of people. It is also important to support the disabled who look for job offers appropriate to their individual possibilities and needs. Not only specialized institutions but also wider society should be engaged in the above activity.

5. COMPLEXITY AND VERSATILITY OF THE SOCIAL REHABILITATION PROCESS

There are different views of authors in numerous scientific publications regarding the essence of so-called social rehabilitation of people with disabilities. Józef Sowa considers social rehabilitation as one of the elements of complex rehabilitation process, including medical, psychological and social procedures aimed at going a person back to normal life, and if this is not possible (...) to living conditions (Sowa, 2017). In his opinion, this type of rehabilitation is distinguished by specific goals and methods of therapeutic effects.

“Social rehabilitation has a variety of goals, it uses many ways of affecting people with disabilities, that is why it is difficult to clearly define it. The skills of social behavior include the ones that enable the person to behave properly in typical civilizational and cultural situations, to solve typical problems of everyday life, and to interact properly with other people. (...) Along with the civilizational and cultural changes in society, due to special importance of work in the life of each person, vocational rehabilitation is also often distinguished. In fact, it is a part of social rehabilitation. (...) In many cases an introduction to rehabilitation is occupational therapy, that is, participation in classes involving the performance of simple work – most often of craft or art nature. The above activity enables a smooth transition to new professional skills, which is usually the second stage in the process of vocational rehabilitation” (Sowa, 2017).

Stanisław Kowalik emphasizes difficulties regarding clear and precise definition of the above mentioned rehabilitation. He writes the following:

”It is very difficult to briefly characterize the essence of social rehabilitation. This results from large variety of activities that are traditionally included in this

area of the improvement process. That is why social rehabilitation is sometimes called a total" (Ostrowska, 1976) one.

It goes here about the fact that a disabled person should accept life social position, which will differ the least from the previous one, that is, when the disability had not been acquired. So a disabled person must accept the situation of not being able to return to the previous position occupied in the social structure; the person must also withdraw from the patient's position, which was the phase of "temporary suspension" of fulfilled social roles, and must take actions that contribute to the return on the modified "trajectory" of one's own social development (Kowalik, 2007). The author distinguishes five areas of rehabilitation, namely:

- -medical rehabilitation as part of open and closed treatment,
- -physical rehabilitation, including kinesiotherapy, therapeutic gymnastics, corrective exercises during PE lessons, sensory stimulation, sports, qualified tourism,
- -vocational rehabilitation, which includes occupational therapy and industrial rehabilitation, vocational education and training;
- -pedagogical rehabilitation,
- social or broader rehabilitation, enriched with elements of participation in culture, that is socio-cultural rehabilitation.

Analyzing social situation of people with physical disabilities, it is difficult to formulate general guidelines regarding the goals, methods and forms of necessary rehabilitation due to the large variety of dysfunctions affecting them and the possibility of returning to normal life.

Respecting the subjectivity and dignity of each person, the programs for including them in full participation in socio-cultural life must be created individually. A person with physical disability needs synchronized complementary actions that harmoniously support his physical and mental condition. Such a long-term, multi-faceted process leading to self-esteem, sense of life, self-fulfillment, belonging to local and global community could be considered the essence of social rehabilitation including treatment, improvement, education, development of professional competences, gainful work, art activities, physical culture.

Social rehabilitation can be defined as social activities for the benefit of the disabled, implemented by specialized institutions in the organized way and spontaneously on ad hoc basis by members of local communities. It is an indicator of society's attitude towards people with special health, educational and cultural needs. Its social character results from the fact that first of all it is implemented by social entities; and secondly, it serves directly and indirectly to society as a whole, and to individuals who form it. Its quality and scope largely result from the social policy of the state implemented through health care, education, law and insurance systems.

In the scientific literature for theoretical and illustrative purposes, various types of rehabilitation are distinguished, but in practice all of them, in a closer or longer perspective, are aimed at "bringing back" the affected person to society. It includes treatment, convalescence, special didactics and education, work and participation in culture. They all usually interpenetrate and complement each other in order to enable a person to become independent, regain mental balance, and deepen their faith in the sense of life.

In every case, physical disability does not necessarily mean that you will give up your personal aspirations, interests, satisfying activities, professional career, family life, becoming entrepreneurial, creative and socially active person. Whether the intellectual,

psychological and spiritual potential of a person with a locomotor dysfunction will be noticed and used for the benefit of himself and other people is significantly determined by society – by its knowledge relating to special needs of the above people and the possibility of satisfying them; the ability to organize the necessary therapy, the will to counteract marginalization and exclusion of current events; the desire to continually support self-fulfillment, improving the quality of functioning of institutions established to serve people with temporary and permanent disabilities. The development of a society friendly to them, sensitive and responsible for their lives is a challenge for universal, compulsory education.

In practice, social rehabilitation is not a certain scope of specialist treatments, but a common denominator of many various initiatives and activities. In The intensification of social activities to improve the quality of life of people with disabilities clearly demonstrates the continuous increase in the sensitivity of modern society to their health and living problems. In recent years, including people with mobility disabilities in social life has become increasingly real and effective. Various architectural and communication barriers are gradually broken away, numerous work places are adapted to special ergonomic needs, the campaigns are underway to promote their participation in culture, including physical culture – sports, tourism, recreation. Despite some unsatisfactory effects, the process of inclusion of that marginalized group is going in the right direction. That allows to suppose that “return” of people affected by locomotor dysfunction to society will become a common norm. In order it could happen, in addition to medical, legislative and social activities, efforts are needed to change the stereotypes of the disabled, they themselves should overcome mental barriers.

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PSYCHOLOGICAL ACTIONS IN THE ARMED CONFLICT

Scientific and technical progress and development in the sphere of telecommunications, computer science, and multimedia has ushered in a new era – the so-called “information society”. Propaganda and information activities are a key element of psychological actions that have a long tradition and are currently an extremely effective tool for implementing the foreign and internal policy of the Russian Federation. The Russian armed forces have at their disposal a very extensive set of tools and processes that enables them to conduct such actions.

The purpose of this article is to explain the significance of psychological and propaganda actions in armed conflict. In addition, the article presents classic forms of psychological actions and a definition is proposed that reflects the specifics of these actions. This article aims to prepare the reader to learn and understand the essence of psychological actions in armed conflict. The author's considerations prove that psychological actions and propaganda are not new phenomena; rather, these actions currently have an extremely wide range of use in armed conflict. The use of psychological and propaganda actions is related the development of the internet and the role of the recipient, who through social networking, becomes an unconscious recipient and relay.

Keywords: psychological actions, PSYOPS, propaganda, military conflict.

1. INTRODUCTION

The armed conflict as a socio-historical phenomenon is considered to be the extreme case of implementing specific assumptions of the policy of states (coalitions of states), nations or social groups using various forms of violence. Despite the most terrible experiences, mankind has not been able to eliminate wars or protect themselves against their outbreak throughout history, but has constantly improved its broadly understood military instrumentation (means of combat, combat tactics, organization of troops, etc.).

At the same time, methods for preparing people for war were improved, and military actions themselves were increasingly supported by other forms of combat, known today as “unarmed violence”. These include dysfunctional and disintegrative actions in the economic, diplomatic, psychological, information and electronic sphere (Goban-Klas, Sienkiewicz, 1999).

These actions differ from armed struggle in that they do not compete with people using the most drastic methods and methods of destroying the opponent's forces and means. At

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first glance, war (armed struggle) appears to be a larger or smaller technical clash. Until recently, some futurologists even predicted that in the future armed conflicts could be fought by armed robots, and the battlefield would be without people.

These visions have not been confirmed, although it cannot be denied that the degree of automation and technicalisation of troops is increasing with almost every day. Even if devices or means replacing man completely or partially appeared on the battlefield, he would still prepare and control them (Bourne, Healy, Beer, 2003).

2. THEORETICAL AND PRACTICAL PSYCHOLOGICAL ACTIONS

Military theorists and practitioners agree that man in armed conflict has played and will continue to play a dominant role. The features of a possible armed conflict, regardless of its scope, determine the special significance of the psychological factor both among the direct participants of the fight and the population at deep backs. In the conditions of high dynamics of actions, aspirations of the warring parties to take the initiative, huge losses in people and equipment, with sudden changes in the situation and the occurrence of unexpected visual and auditory stimuli – a huge psychological and physical burden on soldiers will be a common phenomenon.

As the history of many armies and the course of war conflicts shows, the state of mind and consciousness of soldiers has never been indifferent to many commanders. The differences boiled down only to a different understanding of the army spirit and to different contents, forms and methods of shaping the will to fight, involvement and discipline of soldiers (from the ideas of blind obedience, ruthlessness and domination of fear in action, to the principle of internalization of the attitudes and motives of soldiers' preaching by commanders with training and educational content).

The formation of desirable moral and combat traits of own soldiers has always been associated with attempts (more or less successful) to weaken the psychological and physical sphere of the opposing side's troops. Making negative changes in the motivational and emotional sphere of the enemy soldiers was to facilitate the implementation of the combat task. As in the past, so in contemporary concepts, the purpose of these activities has not changed.

The issue of dysfunctional psychological impact on the army and the opponent's population in armed conflict is recognized in all major armies of the world. Military conflicts have shown that not only the numbers, armament and morale of their own armies are decisive factors for victory. Since the memorable victory of the smaller army of Gideon over the much stronger; Midian army in 1245 B.C. from time to time it was testified on the battlefield that disintegration of the opponent's psyche could ensure unexpected success. For centuries, the thought of the Chinese Sun-Tzu theorist, expressed in the 6th century B.C., was confirmed in concrete military reality in the art of war: "To mislead a larger opponent and undermine his fighting spirit, you must fight by various, also non-military methods and means, using at least trumpets and lights at night, and during the day with banners and other signals" (Sturminger, 1960).

Psychological actions on the battlefield, often called propaganda – due to the means of implementation (word, sound, image, gesture, movement, light) appeared along with armed conflicts. However, until the twentieth century, they were spontaneous and intuitive, resulted from a specific combat situation, depended to a large extent on intelligence, combat experience and cunning of commanders. They were not institutionalized either in terms of

teaching or practical application on the battlefield. Contemporary methods of psychological actions (actions) were most often based on arousing fear and self-preservation instinct, disinformation and manipulation, and misleading the opponent. Content and forms referring to the rational sphere of the opponent were less frequent. It can be said that the characteristic feature of psychological actions (operations, activities) was the use of emotions during the propaganda message (*Military Conflict and Terrorism...*, June 2003).

Psychological actions ceased to be intuitive at the end of the 20th century. This was due to several theoreticians who tried to analyze some problems of armed conflict from a psychological point of view. Theorists and their studies should be mentioned, such as: *On the psychology of the great war (Zur Psychologie des Grosses Kriegs)* C. von Binder-Kriegelsteina and *Psychological aspects of attack and defense (Die psychologischen Elemente bei Angriff und Yerteidigung)* F. von Lichtensteina, both from 1893, and *Attempt of Military Psychology (Yersuche einer Militarpsychologie)* dr. M. Campaneo, *Panic in the war (Die Panik im Kriege)* col. E. Pfulf and *Panic (Paniken)* F. Starka.

If the nineties of the nineteenth century can be associated with the genesis of theoretical considerations about the role of the psychic factor on the battlefield and the possibilities of using this knowledge for military purposes, then the First World War meant that psychological actions ceased to be on the battlefield by accident and although they were initially identified mainly with the propaganda activities of civil authorities, they quickly evolved into an increasingly important tool for military operations. Psychological and propaganda operations became part of the armed struggle, and their goal, generally speaking, was to interact with other elements of military potential in the process of implementing a combat task. To this day, the thesis put forward at the time is believed that, in the right conditions of the battlefield, psychological and propaganda operations can contribute to reducing losses among own troops and to the more efficient and faster execution of a combat task. During World War I, a number of institutions and information and propaganda services were created for the needs of the war. The internal front of propaganda, initially the only and most important, with time gives way to the external front – psychological and propaganda impact on the army and the population of the opponent.

After World War I, psychological and propaganda actions were increasingly treated as a powerful weapon of war. In the period between the wars, psychological and propaganda actions gained extremely influential means: radio and film. The film fulfilled its main propaganda tasks primarily on the internal front. Radio, on the other hand, turned out to be the most universal means, as radio waves freely penetrated the borders and front lines. For the first time there was the possibility of a parallel confrontation: armed and psychological-propaganda. In the interwar period, only until 1935, more than 200 sketches, studies and monographs on psychological and propaganda issues on the battlefield were published in French, English and German. For example, some of them: L. Marchand, *L'Ofensive Moraile Allemands en France Pendant La Querre*, Paris 1920; H.M. Herne, *Propaganda in War*, London 1930; A.L. Lowell, *British Propaganda in Enemy Countries*, London 1923; H.D. Lasswell, *Propaganda technique in the World War*, New York 1927; H. Frankenberg, *Die Propaganda ais Kriegswaffe*, Berlin 1929; G. Huber, *Die franzósische Propaganda im Weltkriege gegen Deutschland 1914–1918*, Munich 1928; O. Riedner, *Die Knégspropaganda*, Munich 1930; H. Thimme, *Weltkrieg ohne Waffen*, Berlin 1929; A. Blau, *Geistige Kriegfúhrung*, Potsdam 1935.

Each of the warring parties tried to coordinate psychological and propaganda operations. The armies of the United States of America, Great Britain, Russia (USSR), Germany and

France, which were leaders in this process during World War I and World War II, can still boast comprehensive experience to this day.

In the army of the former USSR, psychological actions against the enemy were hidden under the name "specpropaganda", in the Bundeswehr until recently they were called "Psychologische Verteidigung" (currently – "Operative Informationen"), in the American army "Psychological Operations" (PSYOP). In the Polish Army, these actions were described, as in all other armies of the Warsaw Pact, as "special propaganda". Today, the problems of psychological actions have been taken over by specialized cells of the Polish army.

Both the analysis of practical psychological operations in armed conflicts after 1945 and the exegesis of the theoretical assumptions contained in the normative documents of the main armies of the world allow to conclude that there are no so-called specialists among specialists. psychological warfare fundamental differences in perceiving the role, premises, principles and tasks of psychological actions on the opponent during the war.

To sum up, it can be stated that psychological actions are a set of planned projects implemented in times of peace, crisis and armed conflict (war) directed at hostile, friendly or neutral recipients, influencing their behavior with the intention of achieving the desired political goals and military (Piątkowski, 2002).

3. THE ESSENCE OF PSYCHOLOGICAL ACTIONS IN THE ARMED CONFLICT

The essence of psychological actions in the armed conflict was and will remain propaganda message affecting soldiers and the opponent's population through various forms. It will be focused especially on the emotional elements of the recipient's psyche, although impact on the rational plane of beliefs and attitudes of a potential opponent is not excluded. Psychological actions during the fight never consisted of rational discussion with the opponent. The history of wars was dominated by information and propaganda messages with a predominance of social engineering, disinformation and manipulation elements, carried out according to the purpose assumed by the sender and strictly subordinated to the military task.

Modern knowledge in the field of mass communication and the theory of crowd behavior, with a high probability allow to conclude that planning and organization of psychological actions on the battlefield will follow the following socio-technical principles:

- Domination of emotional arousals and the need to graduate and intensify stimuli. According to this principle, psychological and propaganda action should create the right mood and stimulate individual and collective emotions, e.g. doubt, fear, hatred, fears for one's own and loved ones etc.;
- Taking into account the mood of the recipients as much as possible. For this principle to be implemented effectively, it is necessary to have reliable sources of information about morale, combat values and army moods. In addition to typical espionage activities, we should reckon with actions designed to provoke and manifest our current attitudes and moods by our troops. An information and propaganda message reaching the recipients' desires is disproportionately more effective than a message whose appeals and content are inconsistent with the current moods of the recipients;
- Purposefulness and, at the same time, the necessity to use content and concepts understood by the recipient. Commanders should not delude themselves that the

enemy's propaganda and psychological actions may be incomprehensible to our soldiers. It should be assumed that the content transmitted by the opponent will be adapted to the intellectual level of our soldiers;

- The need to repeat propaganda messages many times in different versions and using different means and forms of communication. The reception of propaganda is made through individual psychological mechanisms at the recipients. Therefore, you should be aware of repeated repetitions of appeals, appeals and messages, but after introducing some modifications to the arguments. With this connects the so-called graduation principle. In order for the message to change the system of values and morale of the recipient (potential opponent), he should take as a starting point the hierarchy of values of a single soldier and environments, and only then, by making gradual changes in it, lead them in the intended direction;
- Deliberate combination of methods and means of impact (e.g. leaflet action with a radio or electroacoustic broadcast, or visual stimulus – symbol, drawing – with sound – word, sound etc.). It should be assumed that psychological activities on the battlefield will certainly be comprehensive, and the place of action, time and manner will be a combat situation. Hence, a thorough analysis of the military situation, enemy intentions, terrain capabilities and many other factors should enable our commanders to quickly and properly forecast these potential enemy actions (Zinsser, Perkins, Gervais, Burbelo, 2004).

4. PSYCHOLOGICAL ACTIONS AS AN INTEGRAL PART OF COMBAT ACTIONS

Psychological actions should be treated as an important integral part of combat operations, closely related to operational-tactical or strategic intentions. Psychological actions – similarly to artillery, although with quite different arguments – directly support combat operations or prepare them. Therefore, it is no coincidence that psychological actions are treated as a support weapon that can effectively support combat actions and facilitate their implementation. When the minds of the soldiers are controlled by paralyzing fear, fear, it is much easier to conquer them physically.

An analysis of World War I and II and armed conflicts after 1945 shows that psychological and propaganda actions on the battlefield aimed, in addition to lowering and collapsing the morale of enemy soldiers, to cause panic, inclination to desertion, simulation or to stop fighting, to disrupt command systems, misinforming commanders, obstructing proper assessments made by staffs and making the right decisions, as well as exhausting the physical and mental capabilities of soldiers.

Western theorists believe that actions against the army and the opponent's population should include, first of all, propaganda effects on specific environments, personal groups, as well as formal and informal teams of specialists. Their goal would be to destroy morale and disintegrate the system of values and beliefs of the recipients, and even control their behavior. The main task in this respect is to be fulfilled by the method of providing short, concise current information that will arouse interest corresponding to the needs of the recipient. The design of the content and forms of this information should provide specific effects in the targeted target groups in the form of states of uncertainty, loosening of discipline, feelings of anxiety, weakening the cohesion of groups, crews, staff, departments, attitudes of passive or active resistance. In this interaction, it is recommended to

comprehensively use all factors and circumstances, such as national and national differences, religious contradictions, violation of interpersonal relations, political tensions, combat fatigue, losses etc.

Propaganda in certain combat situations can also be used to trigger specific actions by enemy soldiers, such as informing them about the time, place and ways of indulging in captivity, or showing them other ways to leave the battlefield (FM 3-05.301, August 2007).

Secondly, the impact harassing soldiers, mainly by constantly attacking their mental sphere and nervous system, and disrupting the rhythm of mental and physical activities of the body. The susceptibility of soldiers to destructive impact and the way of emotional and imaginative experience (e.g. threat to life, concern for the fate of loved ones, reactions to the view of the death of colleagues, overcoming fear, etc.) will depend on personal predispositions, personality structure, strength of the nervous system, etc. Therefore, one should take into account the occurrence of various forms of reaction of soldiers, with directions difficult to predict, and thus impossible to immediately limit and eliminate. According to Western theorists, keeping enemy soldiers within the reach of strong impact of various stressors is one of the basic, unconventional ways of military action. It is assumed that by using the lowering of morale occurring in the opponent, his unfavorable position, deficiencies in satisfying basic needs, long-lasting emotional tension or disruption in command, it is possible to intensify the stress in the opponent's soldiers with adequate stimulation so that no increased combat actions will be needed to achieve victory. Such assumptions are justified by views on the anticipated forms of response of each person in a situation of strong stress. Well, it is stated that responses to stress usually take place in two main forms that differ from each other: in the form of stress control reactions and in the form of defense responses against stress (FM 3-05.301, August 2007).

A characteristic feature of stress control reactions is that they serve to remove it and at the same time maintain the initial course of action – so they are positive, because they ensure the achievement of the set goal (e.g. defense or attack), despite the existence and presence of multilateral factors threatening the lives of soldiers.

The main property of defense responses against stress is that they serve to protect the personality of soldiers against the harmful effects of stress, but at the same time giving up the achievement of the goal of the action taken previously. The most common forms of defense are physical removal from a stressful situation by escaping, failing to perform any action, order, retreat, which can lead to aggression against those who prevent it, and seeking help from others, even the enemy. The occurrence of such defensive reactions indicates that the soldier has lost control of the situation, i.e. is unable to control the course of events on the battlefield – in line with the intentions of his own or the commander. Attention should be paid to the fact that combat stress is a factor triggering fear or anger, with threat stress often causing fear.

According to American assessments, fear will cause an inevitable need to withdraw from the fight, which can sometimes be manifested by reluctance to perform tasks or to participate even in an easy combat task. It may also lead to actions aimed at ensuring safety instead of focusing on the effectiveness and success of a given task. As a consequence, threat stress through fear can, under certain conditions, lead to panic.

Another extremely important factor influencing disintegration on the sphere of the psyche is physical fatigue, further compounded by the lack of sleep. There is no doubt that the future battlefield will limit the possibilities of night rest to an unknown extent. This will be of great importance for military readiness. In the light of current research, especially the

lack of sleep factor can have a decisive impact on the psychological reactions of soldiers on the battlefield, which will clearly undergo negative changes. This is due to the specific physiological properties of each person's nervous system, which are characterized by the following general features:

- functioning of the body in a 23–25 hour cycle,
- existence of the lowest operational efficiency in hours. 3.00–6.00,
- the need to provide at least 4 hours total sleep during the day.

According to the assessments of Western specialists, lack of sleep in combat conditions will limit the physiological efficiency of the brain and thus reduce its efficiency. As a result, the soldier will become less sensitive to external stimuli, which will have a particularly negative impact on the performance of tasks that require high divisibility and concentration of attention. Errors in human activity occurring in such situations result precisely from the overlooking of important information or its underestimation. In practice, this means that a soldier may not notice the enemy's maneuver or other threat, and the commander may make the wrong decision because of missing important information. Physical fatigue resulting from a sharp reduction in the amount of sleep will first result in a decrease in physical performance and endurance, expressed in memory failure, prolonged reaction time, reduced logical thinking skills, increased difficulty in communicating with others, and then, in prolonging such state, induce a wide range of mood changes – from excitability and euphoria to anger – to depression.

Third, modeling information processes. One of the features of the future battlefield will be the highly complex information situation. This will be expressed on the one hand by the huge demand for information by commands, staffs, human teams and individuals, and on the other by the existence of many barriers to the flow and flow of information between cells and teams vertically and horizontally. For example, according to French theoreticians, the operation of people with leadership functions can be relatively easily disturbed by disinformation in the command and control networks of the enemy's troops and directly on the battlefield by imitating army movements and some other acoustic elements of combat. Disinformation actions are carried out in close cooperation with specialized services and troops.

Psychological actions during armed conflict are divided into three types, based on scope and scope: strategic, tactical and consolidative. Strategic actions are directed against the population and armed forces throughout the territory controlled by the opponent. As a rule, they take place without a temporal and spatial connection with combat operations. For this reason, the results of these actions are visible only after a long time.

This is how American theorists view the essence and tasks of strategic psychological actions:

“Strategic psychological combat actions are directed against the entire armed forces with simultaneous impact on its population. They are carried out in conjunction with or independently of combat operations. Immediate results of these actions are not expected. Their effects can be seen only after a long time. These actions lead to lowering, weakening, upsetting the opponent's mental resistance, disintegrating his morale and eliminating him from the fight” (FM 3-05.301, August 2007).

Tactical psychological actions are conducted against opponents on the battlefield and its people in the belts and on the directions of tactical and operational relationships. They are planned by specialist officers of senior staffs, and they implement organic and assigned psychological surgery sub-units. The main task of tactical psychological actions is to prepare, support, and in favorable conditions even to replace combat operations with psychological and psychotechnical means. Thus, psychological combat actions with a tactical dimension are strictly speaking an organic weapon of support. They are supposed to facilitate and ensure the performance of tactical and operational tasks at the cost of the smallest losses of own troops.

It is stated that achieving goals in tactical psychological operations will be fostered by:

- lost battles and heavy losses suffered by the opponent,
- insufficient supply,
- weaker qualifications of commanders,
- unsuccessful information about neighbors and the situation behind,
- prolonged fighting,
- illness among soldiers and medical services' shortcomings,
- lack of adequate information about the opponent and the military situation,
- desertions and arbitrary distance,
- actions of national minorities and people who do not identify with political goals and combat tasks.

Consolidation psychological and propaganda actions are conducted mainly among our own population. In principle, the burden of these actions lies on civilian institutions responsible for order and security during the war. The army joins these actions because their effects relate directly to the needs, interests and situation of the armed forces. Therefore, the basic task of consolidation actions is to absolutely ensure backroom discipline, neutralize and control the spontaneous reactions of the population (panic), ensure mobilization and emergency ventures, and ensure freedom of maneuver of own forces.

In theoretical considerations it is emphasized that the use of weapons of mass and precise destruction can cause a huge shock and even the collapse of all organizational forms of society, the disappearance in many cases of conscious and deliberate action of people. Therefore, favorable conditions may arise for causing mass panic, whose specific "chain reaction" may be initiated by a specific psychological and propaganda action.

Although three types of propaganda are distinguished, the most effective in combat psychological actions is the propaganda of so-called black. Black (hidden) propaganda creates the appearance that it comes from sources other than in reality. One of the most important forms of action in the sphere of black propaganda in the event of war is the launch of a series of carefully camouflaged radio stations. They may appear under the banner of fictitious "resistance groups", "special soldier radio stations" or various types of "opposition and patriotic" stations. The activity of black propaganda under the banner of opposition groups and organizations will not, of course, be limited to attacking the critical links in the social structure. Within it, various information about alleged discrepancies in the army or in the political leadership of the state can be widely disseminated. These actions may be accompanied by a campaign inspiring society to insubordination and resistance against authority. In relation to the armed forces, the acts of black propaganda may consist, for example, in arousing and maintaining anxiety of soldiers about the fate of their loved

ones, familiarizing them with swinging documents, ordinances and orders, and instructing them on “safe” ways of desertion (Volkoff, 1991).

By signaling some of the only hypothetical forms and methods of black propaganda in the sphere of radio transmission, it should be emphasized that the possibilities in this area are significant. The attacker from the position of black propaganda is in a favorable position. He has the ability to choose the object of action and the forms and methods of reaching it. The framework limiting this form of activity are the technical possibilities to reach the target object and the ability to learn and use all the social, mental, language and mentality nuances (Nowacki, 2013).

In the programming of actions against troops and the population in case of conflict, much attention is also paid to the printed word. Traditional forms of visual propaganda include various leaflets with general political and specialist content, the so-called leaflets, passes, situational maps and more. The category of special materials includes all counterfeits of official documents and materials that contain content harmful to the recipient (Satterfield, Seligman, 1994).

In periods of political crises and during armed conflict, psychological actions will play a special role. Their main task will be to exert psychological influence on the opponent's behavior in order to reduce morale and his will to fight. According to the assumptions, the main effort of psychological actions is to be focused on awakening self-preservation instinct and creating emotional states conducive to the breakdown of the will to fight, involvement and discipline of soldiers and the population. Military theorists believe that the nature of future military operations will create favorable conditions for psychological operations primarily due to the use of modern weaponry with enormous firepower. The feeling of constant threat and persistence of a state of strong nervous tension and high mental loads – which in turn creates favorable conditions for psychological impact – are additionally favored by factors such as: the rapid pace of modern operations, the widespread use of sea and air commandos, the operation of special-purpose troops and subversive groups at the rear of the troops, new types of weapons and equipment etc.

5. CONCLUSION

An analysis of literature and combat experience shows that one of the basic techniques of psychological actions has been and will continue to be the manipulation of the recipient's consciousness. The psychological sense of manipulation, generally speaking, consists in limiting or eliminating control and defense mechanisms of consciousness in order to impose specific views on the individual. Already mentioned Sun-Tzu almost 2600 years ago in the work *Martial Arts* included the sentence: “The highest skill in the art of war is to subordinate the enemy without a fight”. Sun-Tzu devotes a lot of space to tactics, combat operations, marches, land use, fire, upholding the fighting spirit, but he finds resorting to the use of weapons a final and least desirable solution. “In war, the best policy is to master an enemy state intact, destroying it is a last resort”.

Psychological actions were and will remain part of the armed struggle. Their purpose is, by using all means appropriate for these actions, to cooperate in the implementation of a combat task. Under the right conditions, psychological actions can contribute to reducing your own losses as well as more efficiently performing a combat task. As a form of fighting, psychological actions are distinguished by specific features and are determined by objective

and subjective premises. Knowledge of them by commanders, staff officers and specialized bodies is necessary for the process of command and control on the battlefield to be effective.

In the information age, the need for useful information becomes one of the most important tasks in the sphere of psychological actions. Currently, information is treated as a strategic resource, and the Internet and instant messengers are another space involved in the process of psychological actions. The advantage obtained in this respect becomes not only a guarantor, but even a condition for a safe armed confrontation, not only on the scale of a single soldier, but also in relation to the armed forces or the state (coalition).

The article is an analysis of psychological and propaganda actions in armed conflict that affect direct relations on the battlefield. The text contains a description of the key threats associated with the use of psychological actions and is an important argument in proving the thesis of the need to develop capabilities, not only of the armed forces, in this respect.

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DEVELOPMENT OF ENTREPRENEURSHIP IN THE CONTEXT OF CIVILIZATIONAL DYNAMICS

Recent years has witnessed a dramatic growth of different schools of entrepreneurship. In response to problems related to the environment, social development, and other co-occurring factors reported in the past few last years, the authors aimed to examine the roots of economic growth and large-scale structural transformations. We suggest that these transformations are based on civilizational theory. Accounting for the wealth of information in the sphere of civilizational development, the authors conducted research on the economic and social paradigms of entrepreneurial theory. Using the monographic method, the authors demonstrated that evolutional institutional theory is the best way of crafting the foundation of civilization into the so-called “digital economy” in which the world is starting to live in.

Keywords: entrepreneurship, civilization theory, digital society.

1. INTRODUCTION

Entrepreneurial activity, as one of the various spheres of life of society and humanity in general, is carried out within the framework of a certain economic structure, which does not remain unchanged and constantly undergoes transformation. Transformation processes require an assessment and understanding from the standpoint of logic of general historical development.

A deep historical and analytical look at the ongoing social and economic processes has always been relevant. For ongoing in the last five years transformations in Ukraine’s economy and society, it is especially relevant.

Today, on the threshold of a digital society, as never before, Ukraine needs the effective strategy that can build the competitive position in the world.

This, at first, will allow us to consolidate the opportunities not only to firmly defend our national interests, but also to adequately respond to global changes. Secondly, this is also important from the point of view of the “internal” problems of the national social and economic system, which requires tangible economic growth and large-scale structural transformations of its institutions in order to increase their efficiency.

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An analysis of the development of entrepreneurship, presented in such a context, implies special attention to identify the substantive side of the economic development of Ukraine, to disclosing the relationship of this process with the world wide, with the development strategy of other countries. Consideration of these issues in turn involves the analysis of various paradigms of scientific knowledge, representing the objective processes of the material world, as a reflection of the turning points of human history.

2. MATERIAL AND METHODS

Research presented in this paper is an element of a research project aimed at solving the problems of rural entrepreneurship development in agro production complex of Poltava oblast of Ukraine, coordinated by Poltava State Agrarian Academy with the Agricultural development department of Poltava State Regional Administration. The dominant goal of our study is to develop the foundations of the theory of the formation and development of entrepreneurship in Ukraine (specifically, in one of its regions - the Poltava region) at the stages of major economic and social transformations. Under the non-standard conditions of such a transformation, generally accepted theoretical approaches and methods of economic policy have found their limitations and even created “transformational traps” that challenge the accepted dogmas of economic science and push for a deeper understanding of its foundations. It became clear that the models and methods based on the assumption of macroeconomic equilibrium cannot give the expected results if they are used to analyze non-equilibrium systems and transition states. Here, other, unconventional approaches are needed. The research is concentrated on grounded selection of a theory capable of claiming coverage of the problems of the transition period. It has its foundations in various fields of scientific knowledge: the evolutionary theory of C. Darwin; social theory of M. Weber; analysis of “creative destruction” by J. Schumpeter; the theory of economic and technological dynamics N. Kondratiev; a combination of modern theories of the firm and theories of information by R. Nelson, S. Winter; in modern concepts of institutionalism.

3. PROBLEM DISCUSSION

The historical path of development of the Ukrainian economy and society in the context of civilizational development has an ambiguous assessment in world scientific thought and among domestic scientists. The very concept of “civilization”, as defined by S. Huntington, has a number of mandatory characteristics determined by the evolution of mankind from a tribe that has a certain language through the period of formation of a family of people with a kind of language, and then through the formation of an original cultural-historical type there humanity enjoy independence – towards civilization, the ethnographic elements of which comprise political system. “Civilization is a broader concept than science, art, religion, political, civic, environmental and social development taken separately, because civilization includes all this” (Huntington, Samuel, 1993).

The difference in the nature of the people that make up the distinctive cultural-historical types of the civilizations are determined by a number of specific features, in particular, ethnographic and mentality as peculiarities of the psychology of people; moral expressed in the generally accepted concepts of the main religions, as well as scientific and cultural values; historical, reflecting the evolution of the people in retrospect.

The dominant civilizational ideology, which is a generally accepted system of values, norms of behavior and attitudes towards the surrounding society, distinguishes, ultimately, one civilization from another.

It is quite obvious that there is a constant “competition” of civilizations in the world that have a certain niche in the world community with the aim of spreading their influence – in politics, economics, and the social sphere. At the same time, one of them has competitive advantages, which can stimulate economic development (Toft, Duffy, 2003).

History has proved that civilization is not transmitted from one cultural-historical type to another, but only affects each other. Moreover, the forms and nature of the impact can be very diverse. A.J. Toynbee, for example, is considering several ways of spreading civilization (Toynbee, 2001).

The simplest way was colonization. There have been plenty of such examples in the history of mankind. However, in pure form, nobody succeeded in realization of this method (Australia, Latin America, Africa, Indochina, etc.) even with the help of weaponry. The majority of cultural and historical types inhabiting the colonized lands preserved their ethno-historical features.

Another way of spreading civilization involves “instilling” the markets of a new society in the cultural environment of the people, an example of which is the spread of American pop culture around the world, including in the post-Soviet countries.

The best way to spread civilization is based on information exchange while maintaining originality, social structure and political independence from each other. Such a path of development and transformation of civilization allows to adopt the advantages of science and technology, absorb the ethno historical and cultural experience of other civilizations, adapting it taking into account their national traditions and features, at the lowest cost to the community economy and social environment.

However, truly to be told, it should be noted that the economic history of Ukraine knew not only examples of blind imitation of the other cultures, but also demonstrated an effective strategy of reformation based on self-sufficiency and ensuring the rapid transition of the national economy to the zone of the “accelerated development”. An example of this is the market transformation of the post-Soviet time (1990–1998) period, the period of the post-Kuchma decade of the “new economic policy” (1998–2004) and the impressive pace of economic development of the war period after 2014. The dynamics of the reforms and transformations carried out in Ukraine in historical retrospective do not seem to be a set of accidents, fluctuations, unrelated events, but a peculiar and holistic path of development of the country's economic mechanism, subordinate to the logic of civilizational development.

Ukraine has an examples of the rapid civilizational growth in the the beginning of the XX century. During the period of the interformational transition, the “weak link” in the system of the world economy fully took upon itself the full force of the bifurcation explosion that ended with the demolition of the Russian Empire. This could probably have been continued, but further communist occupation in 1924 didn't gave a chance for the development of Ukrainian society.

After a merely century journey, the country needed now the reconstruction of the economic mechanism (and, most likely, the political structure of power), taking into account the growing trends of the post-industrial world. But “softly”, as always, we didn't succeed; again there was a radical breaking and dismantling of the entire socio-economic system. Transformations of the 90s of the XX century reveal that the “pure socialism” was changes

to “wild capitalism”. But the result of these reforms inevitably showed that this process damaged rather than reconstructed the Ukrainian economic system.

It seems that the world order and its development will be more sustainable if it is based on a civilized variety of economic types. So today there is no longer “pure capitalism”, in developed countries its coordinates have long shifted towards the socialization and environmental awareness of the civilization.

Thus, there is not just a reconciliation of the two former antipodes, but a global process of restructuring the entire world economy in the new, multidimensional coordinates of post-industrial civilizations. And Ukraine, choosing its development path in the 21st century, must take these trends into account in order to synthesize, based on its historical experience and the positive results of other national economies, the new face of civilization. Moreover, many unique properties of Ukrainian society can become competitive advantages and ensure the achievement of strategic goals – a breakthrough of a new quality in long-term economic evolution.

Moreover, Ukraine is not the only country that has a historical trend of transition from the delayed type through the accumulation of potential to the advanced type of development. As modern examples, demonstrating the possibility of such transformations, are the impressive achievements of the so-called “new” industrial countries – the “tigers” of Southeast Asia (Zhao, Huang, 2011).

There are other features in the Ukrainian socio-economic mentality, similar to other countries, for example, community relations. It is these relationships, as well as the historically established originality and the importance of social factors in the strategy of economic development, that make China very similar to Ukraine. But on this, however, all the analogies between our countries, unfortunately, is ended.

The positive historical experience of Ukraine, which was characterized by a variety of economic relations, manifested in the structural diversity and interaction of different forms of ownership and forms of management, suggests that this is one of the acceptable ways of further economic development of our country (Yerokhin, 2002).

However, the current changes in Ukrainian society cannot be evaluated only in the national aspect. They are closely related to parallel processes in the surrounding world, therefore, the analysis of the socio-economic processes of world civilizational development directly correlates with today's Ukrainian reality.

The objective process of transnationalization, the growing needs of the country for the international exchange of goods, technologies, services, information, for the free movement of people, as well as the urgent need for joining forces to counter global threats (terrorism, military operations etc.) will inevitably push global community to interact. The interaction of civilizations can become its mechanisms, not only through the rapprochement and integration of national economies and economic structures, but also various cultures, lifestyles and worldviews.

At the same time, where is still lack of the accepted and recognized by everybody scenario for the interaction of fourth-generation civilizations in the 21st century, which is characterized by globalization trends of world society, the integration of world thought, intelligence, science and production. Discussions on this topic are currently very active, both abroad and in the Ukrainian scientific community.

The ongoing civilizational qualitative changes are indicated in the scientific literature in different ways: “post-mature economy” (W. Rostov), “post-civilization” (C. Boulding), “technotronic society” (Z. Brzezinski), “post-economic society” (A. Winner), “super-

industrial society” (A. Toffler); various approaches to their periodization and research coexist, many of them are sometimes contradictory. This circumstance at the same time simplifies and complicates our task. It is important for us that most economists see in the most important trends of the global process a common basis and character for different countries.

A very popular definition of modern economic space is its characterization as a “post-industrial”, “digital” society and “entrepreneurial economy”.

The founder of the concept of post-industrial civilization D. Bell already in the early 70's pointed to the defining features of the emerging new social system. If in the pre-industrial era the main production resource and the limiting factor was land, in the industrial – capital (machine technology), then at the post-industrial stage, knowledge, intelligence (information) becomes such a resource (Gerasymchuk, 2016). The development goal is not the quantity of goods produced, but their quality. Human activity is increasingly acquiring a different dimension, to a large extent – intellectual. Physical work is increasingly giving the way to the mental labor, and routine work functions are replaced by creative, intellectual ones. The most important sources of structural changes according to D. Bell are changes in human-nature relations, a sharp increase in the share of the environmental aspect in the economy services, the development of new intelligent technologies and theoretical knowledge.

In economic theory, production costs have traditionally been considered the most important factor determining the cost estimates of benefits from production (Gerasymchuk, Kondratiuk, Vikarchuk, 2009). In accordance with this, economists analyzed the correlation and interaction of production factors that determined the level of its development and the economy as a whole. However, an unbiased assessment of the current realities leads to the discovery of not only a new combination of basic economic resources (land, labor and capital), but also an understanding of the fact that they all lose their former leading status (Shejko, Kolodiy, 2018).

The most important factor in production has always been labor, but nowadays occur enormous qualitative shift in it. The most important change is the reduction of the workforce in the mining and manufacturing industries, which is largely offset by the growth in employment in the services sector.

The true evidence of the degree to which “industry is separated from labor” (according to P. Drucker) is, on the one hand, the multidirectional dynamics of company profits and the wages of most of their employees, and on the other, the downward trend in the income of low-skilled personnel and the same steady upward trend in the well-being of highly educated and qualified personnel. This can only be explained by the fact that today people are not reducing to an subject of activity reduced to abstract labor to a greater extent, but acting as a carrier of unique abilities and knowledge, the process of applying which can hardly be called a labor in the traditional understanding of this term.

In understanding the factor “capital”, no less radical changes occur. First of all, in the conditions of the information revolution, those production factors that could previously be monopolized are increasingly available to every individual who is able to provide them with adequate use, which opens up scope for private individual activity. On the other hand, the productive qualities of the people themselves receive a capitalistic characterization, as a result of which the tendency toward the separation of capital and direct production activity is replaced by the opposite.

The history of the development of forms of production shows that the fact that during the entire human history the world of economy was controlled by two main resources – land and capital – was not as accidental as the fact that labor never controlled it. Neither land nor physical capital had the reproducible nature that labor had. Both land and physical capital were finite and always limited, while living labor at all times was abundant and was the most affordable economic resource. That is why today the subjects of physical labor were on the side of the main direction of development.

Just as in its time capital replaced land as a resource that attracted the greatest demand with limited supply, today knowledge and skills, being a rare production resource and adopting a specific form of human capital in a market economy, replace physical capital, and limited knowledge is the case of limitation and rarity of a completely different order than that of all other known resources.

Information and knowledge, understood not just as a substance embodied in the means of production or technology, but as a direct productive force, become the most important resource of modern economy. The knowledge-producing and informational products of the industry, according to the traditional hierarchy, are classified as additional sectors of the economy, in fact, become the primary sector that supplies the entire economy with the most important resource of modern production. Characteristic in this respect is the statement of Serhei Ierokhin: “Although we continue to think that we live in an industrial society, we have actually switched to an economy based on the creation and distribution of information” (Yerokhin, 2002).

In order to focus on the production of knowledge and information, it is necessary for the consumers themselves to participate in the production process, providing initial information on the preferred order execution to the manufacturer. A mass, standardized economy dispersed across medium and small enterprises, flexibly responding to consumer requests, individualized production.

A number of economists cite entrepreneurial ability as another factor in production. The uniqueness of the importance of entrepreneurship lies in the fact that thanks to it other economic resources come into interaction – land, labor, capital, knowledge. The initiative, risk and skill of entrepreneurs, coupled with the market mechanism, allow to stimulate economic growth with maximum efficiency (Arefieva, 2006). As the experience of many countries with market economies shows, their economic achievements, including the growth rate of investments and innovations, directly depend on the realization of entrepreneurial potential. Moreover, in countries with high entrepreneurial potential, an important role is played by small and medium business, which is a breeding ground for entrepreneurship, a kind of “forge” of entrepreneurial personnel (Ganushchak, 2016).

The substantiation of the hypothesis about the determining role of entrepreneurial labor in modern society is presented in the works of Peter Drucker, John Naisbitt, Alvin and Heidi Toffler, Friedrich Hayek, and many others. Despite the difference in approaches and emphasis, all researchers talk about the regular nature of structural shifts in the direction of the dominant trends of entrepreneurship.

The theory of innovative economics and the entrepreneurial society of P. Drucker, set forth in the works “Innovation and Entrepreneurship” (1985) and “Post-capitalist society” (1993), conceptualized the situation in the United States after the main economic and the social upheavals caused by the computer revolution, and established the foundations of the

dominance of a new technological mode of production. An innovative or entrepreneurial economy, for which the intellectualization of labor has become the determinant of its development, and targeted production costs and the dissemination of knowledge as the basis of the investment strategy, has acquired tangible contours and demonstrates fundamental differences from the production economy, which is typical for the 20th century as a whole.

The large-scale transformation of the economic infrastructure, which was the result of a shift in management in favor of innovative management solutions for all vectors of business agents, led to the active expansion of small and medium-sized businesses, which ensured not only a significant increase in jobs while they were removed from the main production of industrial corporations-giants, but also updated the feasibility of redistributing financial flows in favor of less capital-intensive innovative production.

At the same time, the vector of economic restructuring is directed towards the sphere of information production, where intellectual labor has become its main subject and product, and intellectual property is the main form of ownership.

4. CONCLUSIONS

The innovative economy has brought to life new, meta-economic approaches to assess the interaction of macro- and microeconomic structures due to the influence of “non-economic” factors – demography, ecology, psychological features of society, new knowledge reflecting new features of entrepreneurial society. The new “information society” or “society of knowledge” is characterized by the presence of a number of specific features that were previously not even characteristic of industrially developed democracies, such as, for example, social innovations, transforming in a new way relations within society, property stratification into the basis of differences in the level of intellectual potential, social and civic activism (for example, Greenpeace, anti-globalist protest marches etc.).

The emerging new society in the conditions of the information revolution, the so-called “third wave” society, concerns the simultaneous development of a person as a producer and as a consumer as a result of the development of intelligent technologies and the possibilities of de-concentration of mass intellectual work, the development of domestic work of specialists associated with the collective electronic communication systems revive the small business. The reasons for all these changes are rooted in a fundamentally new type of technology, in a giant acceleration of the pace of change, in a high level of innovation and in the supremacy of the highest quality.

Thus, the current change in the priorities of social development, the predominance of the personal component in the formation of the economic basis and social wealth, the increasing role and share of non-material, intellectually-creative, mental forms in the concept of a civilizational, staged approach – new challenges of the 21st century predetermine the methodology of analysis and study of economic systems, including the subject of our study – entrepreneurship.

For the period of the formation of industrial society, where material production and the seller’s market were dominant, the use of the classical (added value, including in the interpretation of Marx) paradigm was characteristic, which was crusted by the present stage

of economic evolution. The transition to mature capitalism (late industrialism) and the consumerism led to the emergence and adoption of a marginal, useful paradigm, which was developed in neoclassicism, later Keynesianism and neoclassical synthesis.

The above paradigms in economic theory are opposed by the social paradigm, which is based on the ideas of the founders of a historical school and the current socio-institutional direction. The views of representatives of the institutional direction act as an alternative to hedonism, rationalism in classical theory, focusing on the need to consider the human personality in the economy, in contrast to the human factor.

A theory capable of claiming coverage of the problems of the transition period is evolutionary institutional economics. Most economists belonging to different schools and directions agree on the current trends in the development of world civilization, noting the leading role of the information component of economics and, therefore, do not deny its essential category – diversity. This means recognition of the multi-variance of socio-economic development and, accordingly, the alternative of the future, which implies the possibility of developing not uniform, universal for all, but variant models of eco-economics, recognition of the multiplicity of civilizations and the ways of their evolution, the need for linear progress and the likelihood of cyclical development, in general the multiplicity of its possible trajectories, and, therefore, methodological pluralism in the study of socio-economic processes.

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CHRISTOLOGICAL DISCOURSE IN THE MODERN THEOLOGY OF CATHOLICISM

The aim of the article is to explore the Christology models in modern Christianity that demonstrate a reaction to vital sociocultural and spiritual inquiries. This article also aims to realize the importance of Christ for humans to satisfy their needs for addressing some important issues that arise in modern social processes. The theoretical basis of this research is a paper dedicated to a philosophical and religious comprehension of evolutionary processes within the Christological doctrine in the theology of Christian churches. Some of these ideas were put forth by P. Enns, M. Erickson, T. Layne, A. McGrath, Ch. Ryrie, and H. Thyssen. Contributions of other modern scholarly work is from O. Sahan, P. Saukh, L. Fylypovych, and O. Shepetiak. The embodiment of key ideas formulated by the researchers enables us identify some basic aspects of the issue under analysis within a global context. The novelty of this research lies in a complex philosophical and religious analysis of the Christology doctrine content and its influence on modern trends of spiritual development in the context of the general civilization. An important issue lies in the comprehension of models within some Christological doctrines in the Christian thought and their current transformations in the system of methodological items that are interrelated with the personality of Jesus Christ. This understanding comprises a conceptualization of Christ as the world's Savior or historical personality and revelation of boundaries among the nature of Christ and his service. This understand is some kind of literalism in understanding of the Christ incarnation. The article identifies some modern Christological models that aspire to save their innovations within the religious worldview by means of dogmatic ideas (i.e., a constant reference to biblical texts, own theological representatives) together with some cult and institutional aspects (i.e., an intensification of rigor, ritualization, and inner fragmentation). Conclusions. The existence of real Christological views in the Christian thought testifies that theologians of all Christian denominations seek a Christological model construction to satisfy societal spiritual needs and inquiries. In today's changing world, Christian churches have antagonistic positions with respect to globalization and secularization. However, Christian churches demonstrate a modernization of their traditional beliefs and ways of practical activity in view of Christological questions. Nevertheless, the majority of theologians that belong to different Christian faiths improve the existent ideas or develop new conceptions in understanding Christ as the world's Savior or historical personality. Theologians also provide new conceptions in the revelation of boundaries among the nature of Christ and his service. Such

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an approach encourages a search of Christological doctrine for common tendencies. Through this analysis, we propose a vision for the future and a Christological basis of modern dialogue. However, traditional doctrine discrepancies among Christian confessions prevent a more unified view based on Christological beliefs.

Keywords: Christology, Christianity, religion, social philosophy, Soteriology, theology.

1. INTRODUCTION

In the era of globalization a worldview of modern people is getting complicated through the removal of former accepted standards. It is embedded into a religious thought. Under these conditions a problem is brought up to revise the interrelation between an individual and Church that would encourage a spiritual development of humanity. It's absolutely clear the issue can be sorted out on the global level where religious organizations have an important role. *The relevance of the research* is explained by processes of society secularization that led to the human spiritual crisis as a result of ignoring some traditional Christian values and worldview conceptions. The desacralization of social space became a problem inside the Church. It can be solved only within the implementation of Christian unity. Christology is the most important element since all Christians declare the unity in Christ. Christian churches established different religious traditions and can add spiritual innovations in Eucharist unity of Christ.

Problem statement. The turn from theocentrism to anthropocentrism is deepening in the context of contemporary theology. It was primarily reflected in the existential interpretation of the reality of God; a motivation in peaceful coexistence of people; making close relation between God and human. The modern Catholic theology is represented by a combination of Christian theology beliefs and achievements of modern philosophy. In the 20th century a new comprehension of Christology is one of the main issues of theological reflections. It contradicted to Christian religion in doctrines of some theologians. The Christological problems brought up by modern theologians are establishing a new doctrinal worldview system.

Reasoning of the research novelty. The two basic methods of empirical and theoretical levels of Christology perception are outlined in the modern Catholic theology. They include "ascending Christology" and "descending Christology". The first item presupposes the cognition of Christ via a human existential experience given to some church communities. Such an approach is illustrated in the conceptions of Swiss cardinal Hans von Balthasar, a French theologian and philosopher Teilhard de Chardin. Instead, an approach to understanding the Christ identity from the perspective of His historical origin, terrestrial way and service became the basis of Christological doctrines by a German Catholic theologian K. Rahner, a Swiss theologian H. Küng, a German cardinal V. Kasper and Pope emeritus Benedict XVI (Joseph Aloisius Ratzinger).

To discover Christ within Christology is possible under the condition of preserving inseparable unity between Jesus as a man and Christ of faith where the soteriological, anthropological, eschatological and ecclesiological dimensions of Catholicism are exposed in. The Christology doctrine comprehends the meaning of the Jesus resurrection taking into account His death and a sense of death is revealed through His life and acts. That's why the soteriological conception is built on the basis of His life moments, death and Resurrection.

A Christological synthesis also defines a role of Church in the cognition of Jesus making possible to figure out an initial mission of His nature.

2. RESEARCH AIM AND TASKS

The secularization processes needed a certain coordination of scientific and religious worldview. In such conditions the discrepancy is intensifying in Christological views of Christian religious communities. Christology is an integral part for active searches of such a Christian model that would be in harmony with the modern world. The theology renovation took place in the 20th century. It caused an introduction of influential theological fields such as Neo-Thomism, Teyardism, Neoaugustianism, liberation theology in Latin America, “new theology” in France, transcendental and dramatic theology but they didn't formulate a strict position of theological thought.

3. MAIN MATERIAL STATEMENT

The modern world globalization processes testified the presence of moral crisis caused by the loss of Christian values. A cultural identity of our epoch must be built on a free human choice that doesn't contradict to freedom of other people's choices. According to some preferences people can choose any religion contrary to the algorithm of traditional religion. It's not the first attack of globalization on traditional cultures and human spiritual life. But the current globalization is much larger-scale than the previous one. It actively interferes in the spiritual life not like in the secondary stuff but like in the self-sufficient spiritual life (Fylypovych, 2010).

This thing encouraged not just priests to rethink boundaries of Christian beliefs interpretation in the information field but also philosophers and religious studies scholars in order to preserve a personal spiritual culture. The Church and society are sure that humanity is able to find ways of most global solutions except a socially worldview algorithm of intercultural interaction where a time bomb is always hidden. Religion grants human communities with a powerful symbolism and also builds up some borders between them turned out to be unassailable for interpenetration. That's why taking globalization as a factor of historical development, it's desirable to aberrate from a popular globalization idea as the process leading to the destruction of traditional cultures. However, there is no denying the fact that the main tendency of modern religious process is its fundamentalism as the reaction on modernism, which brought about a liberalization of doctrinal statements under rethinking with a view of churches adaptation to new social and spiritual conditions (Fylypovych, 2013).

The globalization development always leads to a unification and integration. In the spiritual and religious sense it tends to smoothing of cultural and national religion peculiarities. The consequences of this process aren't dubious. From one perspective, there is a removal of traditional spiritual basics but from another one, it's an unavoidable process to form a particular system of national values. In such a way, the religion evolutionary development of global importance launches not just a loss of national originality but a collecting of general principles being typical of each tradition. That's why globalization needs to be regarded not only as a threat but also an opportunity for various transformations. Only some correctly established priorities will enable us to acquire all preferences from globalization. The long lasting and constant negligence of opportunities will lead to the irretrievable collapsing of interreligious contacts.

Christian churches in their activity and functionality direct people to their spiritual potential full development. Executing this function they stick to realities of the world. A human inquiry for transcendental beliefs is one of the main features of theology modernization. These claims have grown very rapidly having certain contextual emphases in different social, cultural, political and economic conditions. But in contrast to early Christian movements, neo-orthodox philosophical schools (some views contradict to Christianity and tend to freethinking), modern Christological models aspire to preserve their innovations within a religious worldview. It's achieved due to both dogmatic means (a constant reference to biblical texts, own theologians) and institutional ones (an intensification of rigorism, ritualization and inner fragmentation).

Let us analyze the modern interpretation of Christological doctrine in terms of the most widespread models of Christianity. In this context we pay a special attention to the teaching of the Lord Jesus Christ within the Latin American "liberation theology". Before defining a current direction of the new Christological model development, let us analyze some preconditions of "liberation theology" formation and maturity in the Catholic Church environment. A difficult political, social and economic situation of Latin America in the second half of the 20th century was a source of new theology causing some confrontations among various population segments (Mironov, 2016). A methodological basis of "liberation theology" is "the philosophy of hope" by E. Bloch, "critical theory" by J. Habermas, H. Marcuse and other representatives of Frankfurt school. Catholic church priests became active participants of antagonistic processes. They were leaders of national and revolutionary movements under the pretext of Christian values defense.

A starting point for the formation of liberation theology was the activity of the Second Vatican Council. Its decision defined a direction of problematic matter at the Second Latin American Episcopal Conference (1968 year) in the Colombian city Medellin. During the meeting Catholic bishops tried to implement council regulations under the conditions of Latin America reality. In their rhetoric they used some new notions such as "liberation", "radical changes", "renovations" and "transformations" to convey the urgency of discussed issues. The final documents as a result of conference work illustrated a new church view concerning the solution of difficult political, social and economic situation and were interpreted as "the Big Charter that points out an absolutely new pastoral approach" (Meleshko, 2013). The attitude of clerics to poor and powerless people revitalized a way of social relations on the basis of theological approach focused on Marxism and revolutionary enthusiasm (Mironov, 2016). In such a way the Catholic Church stood up for the protection of suppressed population in Latin America taking the similar further actions.

Pope Paul VI encyclic *Populorum Progressio (Development of Nations)* became a theoretical basis of liberation theology. He didn't focus on domestic economic issues but international economy (Shepetiak, 2014). On the one hand, the Pope recognized a human right for private ownership in the encyclic. On the other hand, he warned people of monopolism that would restrict their freedom.

The Pope thinks that any progress isn't limited by exclusively economic performance but includes the development of every person: „An individual is capable of self-development according to God's calling" (Benedikt XVI, 2009). In such a way, any social progress starts with a human development on the basis of general support of different communities and institutions. In this respect, the Pope refers to some philosophical fundamentals of human development: „The principles of materialistic and atheistic philosophy are in the heart of any human activity which ignores a religious thought and

captures human freedom of choice as well as people's dignity" (Benedikt XVI, 2009). Pope Benedict XVI puts emphasis on the prominence of this encyclic paying attention to the importance of social evangelization based on the principles of love, freedom and justice.

The liberation theology appeared as a reaction on church incapability to solve theoretically and practically some social and economic problems of Latin American countries. In this respect, the main emphasis is placed on practice considered to be the most important truth of life by some followers. A search and development of practical recommendations for the implementation of measures to improve the situation are contained in the Holy Scripture texts and Divine Revelation given to people. From the standpoint of hermeneutics, the liberation theology is closer to the protestant exegetics because a return to the Bible authority and a right to interpret it by people correspond to the ideology of the European reformation movement. According to the views of Latin American theologians, the Bible focuses exclusively on the poor in order to activate their struggle for the truth and justice. A saying by F. Herzog sounds good here: "The biblical authority doesn't have any sense if a social issue isn't placed within the central problematics of Eucharist" (Meleshko, 2013).

The embodiment of similar principle from this context explains a denial of church monopoly on a right to interpret the Bible as the truth of last resort. The prerogative is given to all religious people especially those who belong to the poor segments of people. They constitute the main part of Christian community. One of the liberation theology founders Gustavo Gutierrez says: „Reading the Bible is the beginning of dialogue between church members of the past and nowadays: a dialogue taking place in the church community was formed during the entire history" (Meleshko, 2013). The interrelation between the Bible and faith is built exclusively due to practice that revises our faith in God setting up justice and rights for blessing of the poor (Meleshko, 2013).

Despite the actualization of faith issues in the practical field, the liberation theology representatives think that texts of the Holy Scripture are the sacred heritage. A liturgical, spiritual and moral tradition gives answers to inquiries of modern people helping church members to put Christian faith into their personal life. However, the excessive absorption in the tradition and heritage makes possible to identify peculiarities of new text leading to the distortion of the initial Bible meaning: „The tradition delivers experience of previous generations to shape a life according to the God guidance. It establishes a connection between church generations where the word remains a measure of tradition and experience" (Meleshko, 2013).

The liberation theology developed a hermeneutic approach for the text as a model of interaction between an author and reader. The approach appeals to some oppressed segments of population and serves as a way of finding justice to them. Let us mention that a result of such interpretation is the certain ignoring of exegetics since it's necessary to understand a biblical text differently in each specific situation. Most theologians stick to this point of view.

We draw your attention to the mentioned approach that became the basis for the liberation theology of Christological doctrine. A Catholic priest Leonardo Boff tried to systematize the Christological doctrine on the basis of the liberation theology in his book *Jesus Christ Liberator*. In our opinion it's vital to consider a theologian's methodological approach in the development of his conception about Jesus Christ. From L. Boff perspective, Christology must reveal the most important features of Liberator. It presupposes an advantage of the anthropological element over ecclesiological one, uto-

pian over evidential, critical over dogmatic, social over personal, “orthopraxy” over “orthodoxy”.

The catholic priest within the Christological doctrine emphasized the primacy of people. It enables us to keep own thoughts clear preserving freedom and inner self-sufficiency. Adhering to the unscientific postulate of ideal social system, L. Boff wanted to underscore that the Kingdom of heaven is located on earth and all people are spiritually resurrected in it. A special focus is put on issues of critical attitude towards some ideas of the Holy Scripture. It's necessary to separate its liberation content from other information. In L. Boff opinion, a practical integration is also important. It is directed at the implementation of Christian morality ideas and values formulated in the spirit of the Gospel.

Becoming aware of own fragile positions in the developed Christological doctrine that multiplied a low level of trust to the liberation theology, L. Boff tried to bring up his understanding of postulates based on the Christian fundamentals. Defining the main aspects of Church nature, its tasks and a role in the church members life, the theologian stated that despite the supernatural source of its origin, it exists among us expressing itself in the liberation process.

In this statement we see an interrelation of Christology and Soteriology L. Boff combined within two dimensions that is a theological and social dimension. Employing this approach the theologian develops the following relation models such as Chalcedonian, Cultic and Agapian ones (Reati, 2002). In the first model the Chalcedonian formulation of hypostatic connection between the divine and human Christ nature symbolizes the eschatological salvation of Christ being at the same time the Saviour and Liberator. L. Boff considers sacraments as a main element of cult practice. A world reality is directly reflected through them. In this way the historical liberation encompasses salvation on earth. The Catholic priest explains an Agapian model from the position of Christian understanding of love to others and God. Owing to love a person becomes acquainted with the Most High as in the historical liberation a person meets salvation.

The Christology doctrine found its full formulation in the liberation theology model developed by a Salvadorian priest Jean Sobrino. A main work written by the theologian on this issue is considered to be the book *Latin American Christology. A story of following historical Jesus*. Researching some methodological fundamentals of the modern Christology model represented by the liberation theology, he distinguishes the following three counterparts: ecclesiastical, historic and Trinitarian ones (Reati, 2002).

The church Christology interpreted by J. Sobrino is based on the New Testament adapting the basics of doctrinal and institutional structure of Christian communities to Latin American context with the preservation of theological content. In this Christology model there is a vivid reflection of clerical and social connection grounded on cognition of Christ by the poor. As a result, liberation from oppression is observed. Let us mention that the clerical Christology stands for interests of the poor segments of people interpreting the theology according to changing peculiarities of time. It doesn't fully reveal Christological thoughts in comparison to the official doctrine of Vatican. It includes the hermeneutic approach having a unique and original content.

In the historical model of Christology the New Testament is represented by the story about Jesus who creates a new reality. Owing to this reality any person gets to know the Christ of Faith. The historical Jesus activity according to J. Sobrino is directed at the formation of God's kingdom on earth where people can be called sons of God developing mutual relations on the basis of love, justice and freedom. Such a Christology model is

compatible with the beliefs of liberal theology seeking for historical Jesus. But in Latin American interpretation it's represented by the reciprocal eschatological and history project for elimination of social injustice. It explains the care of Christ about a destiny of poor, ill and sinful people suffering from wrongdoing of the political system. That's why the historical Jesus activity in the liberation theology is known as an appeal to radical changes in favor of oppressed people (Mironov, 2016). In such a way, the main difference of the liberal and Latin American theology (Christological systems) lies in the absence of opposition between historical Jesus and evangelical Christ within the Latin American theology.

The Christology trinity aspect by J. Sobrino becomes apparent in the creation of God's kingdom by God the Father, its proclamation by God the Son and encouragement of Christ followed by Holy Spirit. The model helps to understand a chain that unites the Holy Trinity that is God the Father, God the Son and Holy Spirit: „The Jesus service on earth is aimed to provide assistance to an oppressed population. Jesus together with God the Father back up freedom and justice in the Latin American continent” (Krylov, 2015). The trinity represents a heaven prototype for terrestrial democracy: “Fundamental democracy tends to equality between people by means of an active cooperation touching the fields of human individual and social existence” (Krylov, 2015).

The trinity Christology and liberty theology in general deal with the important issues related to the distinction of real God and idols, abuse and manipulation with Christian symbols. It's typical of the new millennium. However some aspirations to show Christ as Liberator lead to fixing of Kantian and Marxist postulates inside the liberation theology. They cover a necessity of critical mind and social transformations.

The Christology model of Latin American theology shows Christ as Liberator of people from social and economic oppression making itself politically loaded and focused on a certain group of people (Viter, 2011). At the same time the liberation theology denies a possibility of achievement social equality via radical changes. But under certain circumstances such a course of events is possible. Pope Paul VI says: „Every revolution triggers off new violations of rights and a social balance causing some new destruction processes. That's why it's unacceptable. The exception is a revolution aimed at the overthrow of enduring violent regime that crudely violates basic human rights and undermines welfare of people greatly” (Kokhanovska, 2017).

The Doctrine of Christology gave a way to the existence of ontological, existential and epistemological levels in the Christian thought encouraging a formation of metaphysical, anthropological and soteriological spheres. Deep Christian spirituality norms are developed on the basis of Christology doctrine. Christology enables us to discover a secret of transcendent reality, content of God's revelation and ways of salvation achievement on the theoretical level of religious consciousness. In addition, the confession Christology reflects worldview priorities of certain religious organizations and fills them with some vital life content in the form of regulations. Nowadays Christological models are developing in the scope of Christianity interpreting the personality of Christ according to own beliefs.

A variety of conceptual approaches to understanding of Christ and His service are typical of Christianity what we've already mentioned. In the context of our research we share an opinion of Italian theologian Fiorenzo Reati who interpreted the conceptual approach as a worldview idea within the scope of philosophical categories. The idea determines a research methodology (Reati, 2002).

A process of Christology doctrine evolution resulted in the creation of conceptual models because there are no instruments to comprehend the personality of Jesus Christ with the help of theological methods of cognition. It enables us to reproduce the originality of initial image even if there is no practical evidence. That's why our cognition is mediated since it's built on the subsidiary structure helping to analyze a prototype when a theoretical pattern is missing. We agree with the French philosopher Alain Badiou point of view. He noted that the formulated model due to certain constructions "doesn't reflect its reality but represents some properties of original stuff through belonging to irreality" (Badiu, 2009). This peculiarity sets up some conditions for a fixation of changes preventing the perception of covert forms considered to be typical of reality. In such a way the methodology of modeling is capable of providing a common range of properties between theories and original forms.

That's why a theological analysis of Jesus Christ teaching is reasonable nowadays. It makes possible to explore a Christology evolution and worldview changes of Christian doctrine bearers. Aspirations to determine the essence of Jesus Christ led to the formation of descending and ascending Christology models functioning as autonomous intellectual constructions in order to cognize the Christ personality. But they aren't full and self-sufficient because they perform a mediatory role among our views about the Christ personality and things we can represent owing to the created models. The doctrines developed by some representatives of ascending and descending Christology are lack of universality. So, they aren't theoretically relevant without a scientifically confirmed hypothesis. The functional content of models appeals to a representation of the Jesus Christ personality as a mediator between theoretical conceptions and His essence. All the aspects can't be limited by this model and other theoretical systems because they tend to be just approaches for understanding of the Christ personality in accordance with a certain methodological angle of view.

The creation of Augustinian model within the Christology is an alternative example of previous variations in aspects of faith and mind correlation. This model underscores the parity between faith and mind. They function independently. And besides, some followers of this approach stick to the idea that faith comes first specifying functioning of mind. It's reasonable to refer to the primary source for understanding the essence of modern approach when solving problems of faith and mind correlation in the scope of the Christological doctrine. In Augustin opinion, a person needs cognition to build a life according to moral principles (Avgustin, 1988). However, a righteous way of life is possible only through following divine instructions that approach a person to God due to faith.

The New Testament liberation messages for conversion and absolution of sins, faith and church preaching must be a basis of Jesus Christ teaching when applying this model to build up Christology. In this context the cerigmatic truth serves as a hypothesis that explains and sums up all evidence. It unites various information about Christ enabling scholars to figure out the truth in the scope of difficult Christological maneuvers. According to some views of modern religion scholars and theologians, the Augustinian model makes possible to interpret historical phenomena credibly and impartially through a life of Christ based on faith of early Christian community. That's why the proposed contemporary Christology model as opposed to the descending and ascending Jesus Christ teaching represents an intellectual structure when discovering some object aspects under analysis. It presupposes an independent nature of scientific cognition models introducing the main features of methodology.

4. THE RESEARCH NOVELTY

Generalizing a great number of Christological conceptions, let us mention, they are close to each other in view of realizing incompleteness of any definition.

An analysis of the Christology doctrine evolution which took place during the whole Christian church history lets us state that understanding of the Second Person of the Holy Trinity was formed on the basis of the New Testament evidence about Jesus. Taking into account different methodological approaches used in Christology, we make a conclusion that a way to cognize Jesus Christ doesn't need to be started with Holy Writ in contrast to previous undertakings. The Gospel gives us initial information about Christ but its further analysis leads us to incapability of understanding His secret. A mental potential is also limited in comprehension.

Accordingly, an analysis of Christology exclusively in the theological context leads to a similar result because a biblical basis is the dogmatic side of the Jesus Christ personality. In our opinion, the Gospel testimony about Jesus Christ explained by the Tradition must be subsidiary one before analyzing personal experience together with the perception of transcendental God in the world. Such an approach turns us to biblical information but an analysis of perception will be practically equal to the New Testament texts. Combining the New Testament testimony, Tradition and personal experience we'll be able to form cognition of Jesus Christ in Christology for the sake of understanding that Christ of faith represented in the Gospel is Jesus of history who lived at the beginning of our era and preached the Kingdom of God, died and resurrected for humanity salvation.

The presence of existent Christological views of Christian thought testifies a situation when theologians of all Christian confessions seek for a development of Christological model that would satisfy spiritual needs of society. In today's rapidly changing world, Christian churches follow antagonistic positions towards globalization and secularization but demonstrate modernization of their traditional beliefs and ways of practical activity in relation to Christological issues.

A great number of theologians who belong to different Christian confessions improve the present conceptions and develop new ones related to the cognition of Christ as the Saviour of the world or historical Personality, revelation of boundaries between the nature of Christ and His service. No wonder it encouraged the formation of Christological models being suitable to vital needs of modern Christian thought development. Such an approach contributes to a search of common Christology beliefs. It tells us about the Christological ground for a modern dialogue opening up some future perspectives. But traditional doctrinal discrepancies between Christian confessions move us away from the unity on the basis of Christological fundamentals.

Nowadays in the context of Christological perspective Christianity demonstrates a reaction to vital social, cultural and spiritual inquiries realizing the importance of Christ for people with their needs of problem solving in modern social processes. The variety of modern world is a reason why Christianity keeps on dividing into numerous movements. Christianity represented by various religious groups can meet spiritual needs of church members.

5. CONCLUSIONS

The generalization of basic Christology concepts within the modern Christian thought determines specific Church aspirations to defend biblical statements concerning the Jesus

Christ personality. It happens due to modernization of religious doctrines on the basis of new terminology. Such an approach brought about the emergence of modern Christology doctrine models that testified the development and need of Christian churches to be close to current political and social processes. The new Christology tendencies have certain peculiarities reflecting age-old historical currents of the Church. The modern Catholic theology is represented by a combination of traditional beliefs of Christian Dogmatics and achievements of modern philosophy. It's reflected in the following aspects such as an anthropological reorientation, testifying the existence of God on the basis of personal and existential experience, reasoning towards ideas of conflict-free society, approaching of transcendental God to the world, removal of gaps between God and any human. In such a way the Christology issues brought up by a range of modern theologians set up a new doctrinal worldview system that needs to be researched carefully.

Christology in Christian thought has always combined some fundamentals of doctrinal statement and philosophical conceptions of Christian thinkers for polemical and apologetic goals. That's why researches of modern Christology doctrine models from the standpoint of philosophy and religion serve as an important factor for comprehension of worldview and cultural processes and their consequences for humanity. The secularization processes of society led to a spiritual crisis of human as a personality as a result of ignoring traditional Christian values and worldview conceptions. A desacralization of social space became the internal Church problem that can be solved only in realization of Christian unity. Its main element is Christology, since all Christians declare a unity in Christ. Christian churches that developed various theological traditions can complement them with spiritual achievements in Eucharistic Unity of Christ. Understanding of Christological discussions with relation to philosophy reflects not only theological traditions of Christian churches but evolution directed at the employment of spiritual potential with a view of harmonizing interreligious relations.

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ECONOMIC ACTIVITY OF RESIDENTS IN BORDER DISTRICTS OF POLAND: A STUDY OF NON-AGRICULTURAL BUSINESS ENTERPRISES

This article aims to evaluate the economic activity of residents living in Polish border districts. Economic activity is measured via non-agricultural business activity development, with particular focus on financial support received from the European Union (EU). The spatial scope of the research covers Polish border districts, and the temporal scope includes the years 2004-2017 and 2007-2013. Empirical data were obtained from the Local Data Bank of the Main Statistical Office in Warsaw. We conducted comparative analyses, using dynamics indicator and coefficients of variation. Results of our analyses suggest that the level and dynamics of non-agricultural business activity development after Poland's integration with EU are similar in the border districts as compared with all Polish districts. The most dynamic development was observed in the western border districts, whereas the least dynamic growth and the lowest level is observed along the eastern border. Residents of the border districts are less active in raising EU funds to develop non-agricultural businesses in comparison with Polish districts as a whole.

Keywords: economic activity of residents, non-agricultural business activity, Poland's border districts.

1. INTRODUCTION

Non-agricultural business activities play a significant role in the economy stimulating social and economic development of a particular region. They are regarded the source of its residents' wealth and contribute to each economy's prosperity, including the local economy (Sawicka, 2000; Honjo, Harada, 2006).

High quality of living standard of local communities, provided by means of social and economic development, is believed to be the mission of a non-agricultural business activity. The mission's success guarantees further development of a labour market, diversification of household income and improvement in technical and social infrastructure. Non-agricultural business activities should also utilise social and economic specificity as

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well as the natural environment characteristics of a particular region (e.g. district area) which will contribute to the development of its functional diversity (Bański, 2016).

Supporting the development of non-agricultural business activities is the subject of particular attention and an interest of the majority of countries, including the highly developed ones that pursue an active economic policy in this aspect. This clearly concerns also the European Union and Poland (Wasilewski, 2014; Mickiewicz, Mickiewicz, 2016).

Thus, a significant factor enhancing the development of a non-agricultural business sector is the financial backing received from the European Union within the confines of various programmes and projects, including PROW. It should be noted that rural businesses benefited significantly from the European Union funds (financial transfers), which helped to intensify the process of numerous enterprises' growth (Kłodziński, 2016).

What is more, the development of a non-agricultural business enterprise is substantially determined by its spatial location and characteristics of a local environment (e.g. district) (Zając, 2014). For this reason border location of a business may also play a vital role. Micro enterprises often see their own chances to survive on the market in growth, productivity and profitability improvement, and other conditions or adjustments of microeconomic, that is local, character (Musiał, Barczyk, Zukovskis, 2018).

The aim of the article is to demonstrate and evaluate economic activity of residents living in Polish border districts in terms of non-agricultural business activity development with particular attention paid to financial support from the European Union (as exemplified by PROW 2007–2013).

Spatial scope of the research covers Polish border districts (excluding towns serving as districts), divided into three groups, i.e. neighbouring western, southern and eastern borders; the timeframe accounts for 2004–2017 and 2007–2013 (PROW).

2. RESEARCH PROBLEM IN LITERATURE REVIEW AND THEORY OF ECONOMICS

The issues of non-agricultural business, entrepreneur and their institutional character (that is a business enterprise), is deeply grounded in the theory of economics as well as in business practice. Developed countries experienced as they are, most often serve as a medium of progress, initiative, creative approach and innovation (Schumpeter, 1960; Drucker, 1992; Gruszecki, 1994; Sawicka, 2000; Gąsiorowska-Mącznik, 2017).

Spatial economics provides the theories of traditional economics with spatial aspects regarding land management. Economic and social environment concentrates human activity on a particular area (subject of spatial economics). If economic and social environment is organised spatially, then land management includes its elements location as well as their mutual relations with natural environment. From economic point of view land management should deliver proper (optimal) location solutions in processes of urbanisation, industrialisation, communication network location, tourist facilities and economic entities with respect to markets' and infrastructure facilities' location (Domański, 2006; Siekierski, 2008).

Location theory focuses on explaining spatial organisation, it deals with an in-depth analysis of general economic issues of location and its underlying aim is the choice of location for a business enterprise. The theory elaborates on factors determining location and competitiveness of a business enterprise that hold utmost importance in terms of a labour market, employment and migration processes influencing social and economic development

of a particular area (Toepel, 1997; Głębicka, Grewiński, 2005; Kopaczewska, 2008, Musiał, 2009). One shall note that the primary development objective is the quality of life improvement of its residents, namely the social welfare (Woźniak, 2018). It is interesting that along with technical advances, transformation process development, international integration and globalisation, the access to particular resources ceases to be a key criterion in search of business enterprise location. Instead, other criteria gain significance, such as availability and quality of producing input, technology, innovations, cooperation opportunities, institutional facilities (quality of local authorities, business support institutions) and living conditions (e.g. security, quality of education, healthcare and recreation services) (Gilowska, Gorzelak, Jałowiecki, 1999; Adamowicz, 2008). Considering the issues of business enterprise location in space one shall not forget the notion of a geographical rent. It serves as a special bonus received in exchange for geographical location of a business enterprise in certain geopolitical system including also neighbouring interactions. It combines the concepts of the Thünen's land rent related to location of a business (e.g. a production site) dependent on transportation costs and the Wieser's urban rent regarding economic activity of particular area residents (Kopaczewska, 2008, Musiał, 2009).

The notion of a border region is ambiguous and each region of this type is unique. Nonetheless, it can be defined as a part of geographical area characterised by its location along national border. What matters most in the case of border region's operating is the geopolitical environment resulting from its location, relations with neighbouring countries and consequently defining the specificity and roles of a national border. The border's spatial and functional volatility influences various social, cultural and economic processes occurring in neighbouring areas (Anderson, O'Dowd, 1999; Miszczuk, 2013).

The process of the European Union integration was accompanied by the cooperation of cross-border regions. International, regional and local levels of integration contributed to lowering an existing spatial barrier, which the state border actually had been, to the extent that it became literary unnoticeable. A unique example of the latter is the Schengen Zone's functioning (Miszczuk, 2013). It is worth mentioning that, according to scientific research, geographical neighbouring encourages building business relations and cooperation supporting processes of innovation (Cassi, Plunket, 2014; Davids, Frenken, 2018; Jespersen et al. 2018).

According to expert literature border regions can be divided into: isolated regions – being the effect of closed border, coexisting regions – with limited mutual impact, cooperating regions – integrated ones with stable relations whose establishment is possible within geopolitical regions (Martinez, 1999).

3. RESEARCH METHODOLOGY

Empirical data used in the article has been obtained from the Local Data Bank (BDL) of the Polish Main Statistical Office in Warsaw. Collected and organised data has been prepared in the form of tables. The elaboration employs the method of comparative analysis, namely the temporal and spatial comparisons, with the use of a dynamics indicator as well as coefficients of variation of analysed phenomena.

4. DEVELOPMENT OF NON-AGRICULTURAL BUSINESS ACTIVITY IN BORDER DISTRICTS IN POLAND

Border districts in Poland (excluding towns serving as districts) include 52 units in total, which constitutes 16.6% of total number of districts in the country. The largest number of districts can be found in the group alongside the western border; the other two groups of districts, namely the ones neighbouring the eastern and southern national border are of comparable sizes (Table 1). The development level of non-agricultural business activity of particular area residents (e.g. a district) may be represented with the number of business enterprises per 1,000 residents in working age.

The data included in Table 1 allow the conclusion that the level and dynamics of non-agricultural business activity development after Poland's accession to the European Union, i.e. in the period 2004-2017, are similar for border districts in Poland and the districts in Poland as a whole. The features' diversification among districts is not very significant, especially as far as the dynamics of non-agricultural business activity is concerned, and refers to both border districts and the districts in Poland as a whole.

Table 1. Number of business enterprises per 1,000 residents in working age and its changes in border districts in Poland in 2004–2017

Details	Years		Changes in 2004–2017 (dynamics, year 2004=100)
	2004	2017	
Districts in Poland in total (excluding towns serving as districts) N=314			
Average	121.5	142.6	117.8
Coefficient of variation V (%)	23.7	24.9	10.1
Border districts in Poland in total (excluding towns serving as districts) N=52			
Average	119.0	140.9	119.0
Coefficient of variation V (%)	26.3	28.6	11.9
Districts neighbouring western border (excluding towns serving as districts) N=8			
Average	146.3	173.7	119.3
Coefficient of variation V (%)	11.7	13.1	11.3
Districts neighbouring southern border (excluding towns serving as districts) N=23			
Average	128.4	156.8	122.7
Coefficient of variation V (%)	24.9	27.2	12.8
Districts neighbouring eastern border (excluding towns serving as districts) N=21			
Average	98.1	111.1	114.8
Coefficient of variation V (%)	20.9	15.7	10.2

Source: Own elaboration based on empirical data from the Local Data Bank, Polish Main Statistical Office in Warsaw.

However, border districts in Poland differ significantly according to the level and dynamics of development of non-agricultural business activity. Clearly, the highest level of this kind of activity development can be noted in the group of districts neighbouring the western border. Next, the districts located alongside the southern border accounted for the highest dynamics in the development of non-agricultural business activity after Poland's integration with the European Union, namely in the period 2004–2017. The opposite can

be observed in the eastern border districts. They are characterised by the lowest level and dynamics of non-agricultural business activity development. Last but not least, the features' diversification among border districts in all of the three groups is not very significant (Table 1).

5. ECONOMIC ACTIVITY OF BORDER DISTRICT RESIDENTS IN POLAND REGARDING THE EUROPEAN UNION FUND RAISING TO DEVELOP NON-AGRICULTURAL BUSINESS ACTIVITY (AS EXEMPLIFIED BY PROW 2007–2013)

Taking into account the total value of financial funds obtained from the European Union within the confines of PROW 2007–2013 – Action: Diversification towards non-agricultural activity and the number of the programme beneficiaries as indicators of economic activity of residents in border districts, one shall note that their activity is smaller if compared to the districts in Poland as a whole. The features' diversification among particular districts is relatively huge and concerns not only the border districts but also the districts in Poland as a whole. On the other hand, considering the average value of gained funds per beneficiary it is interesting to note that in the group of border districts the value is lower than in the group of Polish districts as a whole and, additionally, its diversification among districts is insignificant (Table 2).

Table 2. Number of payments and value of the European Union funds within PROW 2007–2013 – Action: Diversification towards non-agricultural activity in border districts in Poland

Details	Funds paid (in PLN)	Number of payments	Value of funds per payment (in PLN)
Districts in Poland in total (excluding towns serving as districts) N=314			
Average	3286312.7	48.7	65709.6
Coefficient of variation V (%)	90.6	86.8	11.2
Border districts in Poland in total (excluding towns serving as districts) N=52			
Average	2190735.8	33.9	63143.6
Coefficient of variation V (%)	84.1	82.8	14.7
Districts neighbouring western border (excluding towns serving as districts) N=8			
Average	1281940.8	18.5	68165.5
Coefficient of variation V (%)	94.5	92.8	6.4
Districts neighbouring southern border (excluding towns serving as districts) N=23			
Average	1515191.5	24.5	59961.4
Coefficient of variation V (%)	82.4	82.5	18.9
Districts neighbouring eastern border (excluding towns serving as districts) N=21			
Average	3276825.3	50.2	64715.8
Coefficient of variation V (%)	63.5	62.6	10.6

Source: Own elaboration based on empirical data from the Local Data Bank, Polish Main Statistical Office in Warsaw.

However, the border regions in Poland tend to be very diversified in terms of their residents' economic activity as far as gaining funds within PROW 2007–2013 – Action: Diversification towards non-agricultural activity is concerned. It is unquestionable that

residents of districts neighbouring the eastern border were the most active and both the total amount of funds received as well as the number of beneficiaries granted were the highest and comparable with the average of all districts in the country. On the contrary, the least economic activity was identified among residents of districts neighbouring the western national border followed by residents of the southern border districts. Diversification of analysed features (i.e. the total amount of funds received and the number of beneficiaries) among particular districts in all groups of border districts is very meaningful, especially in the group of districts neighbouring the western national border. In turns, considering the average value of funds per beneficiary one shall note that it is definitely the highest in the group of western border districts, whereas the lowest – in the group of southern border districts. Simultaneously, in the group of eastern border districts the average value of funds received per beneficiary resembles most the average of all Polish districts in this aspect. Finally, the feature's diversification among particular districts in the group of border districts is minor, especially in the case of the group of districts neighbouring the western national border (Table 2).

Taking into account the total amount of sources granted by the European Union within PROW 2007–2013 – Action: Diversification towards non-agricultural activity and the number of beneficiaries, as indicators of economic activity of residents of border districts in Poland in this aspect one shall note less activity in comparison with the activity of all Polish districts' residents. The features' diversification among particular districts is substantial and concerns not only the border districts but also Polish districts as a whole. The average value of gained funds per beneficiary is lower in the group of border districts if compared to average of Polish districts as a whole and, additionally, the feature's diversification among particular districts is minor (Table 3).

Table 3. Number of payments and value of the European Union funds within PROW 2007–2013 –Action: Creation and development of micro enterprises in border districts in Poland

Details	Funds paid (in PLN)	Number of payments	Value of funds per payment (in PLN)
Districts in Poland in total (excluding towns serving as districts) N=314			
Average	6262288.1	43.5	143159.5
Coefficient of variation V (%)	81.2	81.1	12.5
Border districts in Poland in total (excluding towns serving as districts) N=52			
Average	6059400.5	42.9	140959.4
Coefficient of variation V (%)	87.7	88.6	14.8
Districts neighbouring western border (excluding towns serving as districts) N=8			
Average	4032006.4	27.5	142155.4
Coefficient of variation V (%)	76.7	67.5	15.1
Districts neighbouring southern border (excluding towns serving as districts) N=23			
Average	7105826.5	51.7	135738.9
Coefficient of variation V (%)	95.9	94.8	9.7
Districts neighbouring eastern border (excluding towns serving as districts) N=21			
Average	5685655.6	39.2	146221.4
Coefficient of variation V (%)	67.1	69.1	18.0

Source: Own elaboration based on empirical data from the Local Data Bank, Polish Main Statistical Office in Warsaw.

Nonetheless, the border districts in Poland seem to be very diversified as far as the economic activity of their residents is concerned in terms of funds gaining within PROW 2007–2013 – Action: Creation and development of micro enterprises. Residents of the southern border districts are clearly most active – the total amount of funds received and the number of beneficiaries granted are the highest and higher than average for all Polish districts. The least active residents in this aspect, however, are the ones in the western border districts. In the group of the eastern border districts the total amount of funds and number of beneficiaries are closest to the average values of Polish districts as a whole. The features' diversification in the groups of border districts is very meaningful, particularly in the group of the southern border districts. Taking into account the average value of raised funds per beneficiary one shall note that it is clearly higher in the group of districts located alongside the eastern border of Poland, and the lowest – in the group of the southern border districts. In the case of western border districts, the average value of sources per beneficiary is more alike the average obtained by Polish districts as a whole. Last but not least, the feature diversification among particular districts is insignificant in all of the border district groups, in particular in the case of the southern border district group (Table 3).

6. CONCLUSIONS

1. Border districts in Poland represent a small share of total number of districts in the country; the group of the western border districts is the least numerous.
2. The level and dynamics of non-agricultural business activity development after Poland's integration with the European Union, are similar in the border districts and the Polish districts as a whole. However, the border districts are very diversified, as far as this aspect is concerned.
3. Neighbouring developed country such as Germany for the border districts in Poland constitutes a significant factor enhancing business relations of their residents and, simultaneously, the development of non-agricultural business activity in the districts. Similar trend can be noticed with respect to the districts in the proximity of the Czech Republic and Slovakia. On the contrary, the group of the eastern border districts in Poland represents the lowest level and dynamics of development in the field of non-agricultural business activity after Poland's integration with the European Union. This, somehow, constitutes a barrier to further social and economic development of the Polish region, especially considering the region's cohesion with the remaining part of the country.
4. The border districts' residents are less active, if we analyse raising the EU funds devoted to non-agricultural business activity in comparison with residents of Polish districts as a whole. Polish border districts are, however, very diversified in this aspect.
5. Despite the great involvement of the eastern border districts' residents in raising the EU funds within PROW 2007–2013 – Action: Diversification towards non-agricultural activity, both level and dynamics of non-agricultural business activity development are relatively low.
6. The great involvement of the southern border districts' residents in raising the EU funds within PROW 2007–2013 – Action: Creation and development of micro enterprises resulted in significant dynamics of non-agricultural business activity development in the region after Poland's integration with the European Union.

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HYBRID WARFARE AS A STRATEGIC TOOL FOR SHAPING POLICY OF THE RUSSIAN FEDERATION

The security policy of the Russian Federation has long created threats and imposed its will on Russia's neighbors and other nations. In recent times, Russia uses the concepts of hybrid warfare to move conflicts and crises to neighboring countries without political consequences or an outright violation of international law. The use of hybrid war methods in relation to Ukraine proved to be partially effective and showed Russia's will and capabilities to run such operations. These tactics circumvent possible engagement of the NATO and European Union (EU) members in enforcing international consequences and implementation of Article V of the Washington Treaty. The aim of the article is to analyze the hybrid warfare concept employed by Russia, its methods and impact on NATO and United States policy in all political aspects of the modern world. Moreover, the present article aims to present the perception of that concept by western nations. Study methods include a critical analysis and synthesis of reliable sources within the research. This study supports a deeper understanding of the complexity of the hybrid warfare model, and allows for the reader to draw practical conclusions on how to combat hybrid warfare by a single nation and multinational organizations.

Keywords: international security, Russian Federation, hybrid warfare, new generation warfare.

1. INTRODUCTION

The issue of "hybrid warfare" has been a broadly discussed in relation to bloodless annexation of Crimea and ongoing war in Ukraine. It has trapped academic and military theoreticians into that broadly discussed topic within articles and during academic discussions. The popularity has been growing and according to Michael Kofman just "in two short years, the word has mutated from describing how Moscow was fighting its war in Ukraine to incorporating all the various elements of Russian influence and national power" therefore it has become "the Frankenstein of the field of Russia military analysis; it

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has taken on a life of its own and there is no obvious way to contain it” (Kofman, 2017). It was often used in the context of ongoing modernization of the Russian armed forces to claim that it is part of building capabilities. It was to visualize that the Kremlin approach is not specifically about developing ‘muscles’ only by buying more equipment but it was also about using other than military ‘soft’ tools to challenge the West. It was supporting by energy security related challenges, accusation about supporting European radical and conservative parties, playing with oil and gas and other political and economic measures taken. However, it was also to present that Russian military thought is continuing development and it is no longer Second World War and Cold War type concept aiming to use conventional power exploiting tenets of mass and concentration of forces. The last decades have been recognized as a demonstration that the country is ready to use all available conventional and nonconventional tools in well-coordinated and sequenced way to achieve desired end state. It required an answer from the West nations to face comprehensive and coordinated threats and challenges adjusting own structures and capabilities. The paper is covering a theoretical background of the term recognizing its origins and interpretations. Specifically the Russian theoretical framework was mentioned in the context of perception of threat to the country. Its influence on theory and practical implementation by NATO countries was also covered. It is followed by considering its conventional aspect in the context of current Russian activities about new ways of conducting warfare.

2. HYBRID WAR’ AS MODERN SECURITY CONCERN

In general it is recognized that the ‘hybrid warfare’ concept is not new as historically nations were using variety of tools to achieve desired aims by challenging an opponent using available options. Frank Hoffman is discussing hybrid warfare in the *Joint Forces Quarterly* and he is introducing historical case studies of wars between Sparta and Athens. He is recognizing that wars have always been more complex than just struggle between armed forces, but the new hybrid wars are different in nature. It is allowing him to recognize that “hybrid threats incorporate a full range of modes of warfare, including conventional capabilities, irregular tactics and formations, terrorist acts that include indiscriminate violence and coercion, and criminal disorder. These multi-modal activities can be conducted by separate units, or even by the same unit, but are generally operationally and tactically directed and coordinated within the main battle space to achieve synergistic effects in the physical and psychological dimensions of conflict” (Hoffman, 2009).

Hoffman is strongly highlighting that hybridity is not only linked with non-state actors. For him, what is very dangerous and challenging, is utilization of that type of warfare by state actors is making any conflict very damaging as military conflict could be preceded by non-military actions, which could be destructive for any state by attacking all its vital functions. Current security challenges, as posed by non-military actors in the South Europe, are presenting it very clearly. Those are using any opportunity offered by democratic nations to challenge them exploiting their way of life. It is requiring all governmental and military organizations to be more adaptive and it requires complex, Whole-of-Government Approaches toward security as “the political, security, economic and social spheres are interdependent: failure in one risks failure in all others” (Whole of Government Approaches...). It is linked with experiences coming from regimes changes in the Middle East when the dictators were not ready and able to survive public disappointment. The

situation there had been shaped through years leading to establishing building disappointment, recognition of inequality and creation of local powers capable to face dictatorships. Such an initial indirect and non-kinetic local forces' approach had transferred into uprisings and civil wars, which with external support have changed the whole security situation there allowing. Nevertheless, as side effect, it has allowed emergence of many radical movements' as those have found a 'window of opportunity' to aggressively forward their dangerous ideas.

The consequences still have been visible as of fragile situation in the whole region with global implications. North Africa is a hot spot full of radical movements, rebels, religious groups and fractions fighting for power causing huge movement of refugees to Europe. Among them, there are also radicals being ready to start their 'hybrid warfare' on European ground; the war, which is already on going. The lessons learned were drawn by Russian political and military leadership based on assumption that Western countries are using many non-military methods to change regimes and political situation in targeted countries. It was supposed to be aimed to create preconditions to build internal opposition. It was linked with using local forces by sponsoring them to begin unrest and later to change government or to overthrow dictators with support from outside by funding, arming of delivering missed capabilities e.g. air power, precise strikes, intelligence, training etc. It was partially true in the case for example Libya but it was specific area of operations and specific internal situation in that region. That approach was not to be implemented in any scenario and against any country. Even in Ukraine so called 'hybrid' approach was not fully working, as there was a requirement to deploy Russian armed forces for direct combat and by utilizing artillery support, intelligence to preserved gains achieved by local volunteers, paramilitary units, and mercenaries. The open borders were supporting transit of weapon and units to continue the war.

The term 'hybrid warfare' is broad and it has many components as it includes parallel and coordinated use of conventional and unconventional ways and assets to achieve desired political – military end state. It was raised by William Nemeth from the Naval Postgraduate School in the thesis titled "Future war and Chechnya: a case for hybrid warfare" who recognized that "hybrid societies are a mixture of the modern and the traditional. Hybrid societies in turn have organized hybrid military forces, and it is these forces that will challenge military and diplomatic planners in the future" (Nemeth, 2002). He recognized Chechen war as 'hybrid' covering Chechen society and forces claiming "operationally, hybrid military forces are superior to western forces within their limited operational spectrum. Their main strength lies in the hybrid's ability to employ modern technology against its enemies as well as its ability to operate outside the conventions governing war, which continually restrains its modern foe" (Nemeth, 2002).

It was recognized that such the type of warfare it conducted rather by no-state actors than national ones. That term has however started to be more popular after Russian Chief of General Staff General Valery Gerasimov published his paper (Герасимов, 2013; Thomas, 2016) as it was recognized that state actor achieved desired end state using skilful combination of 'soft' and 'hard' power with the focus on the former. It was allowing denying of applying the term 'war'.

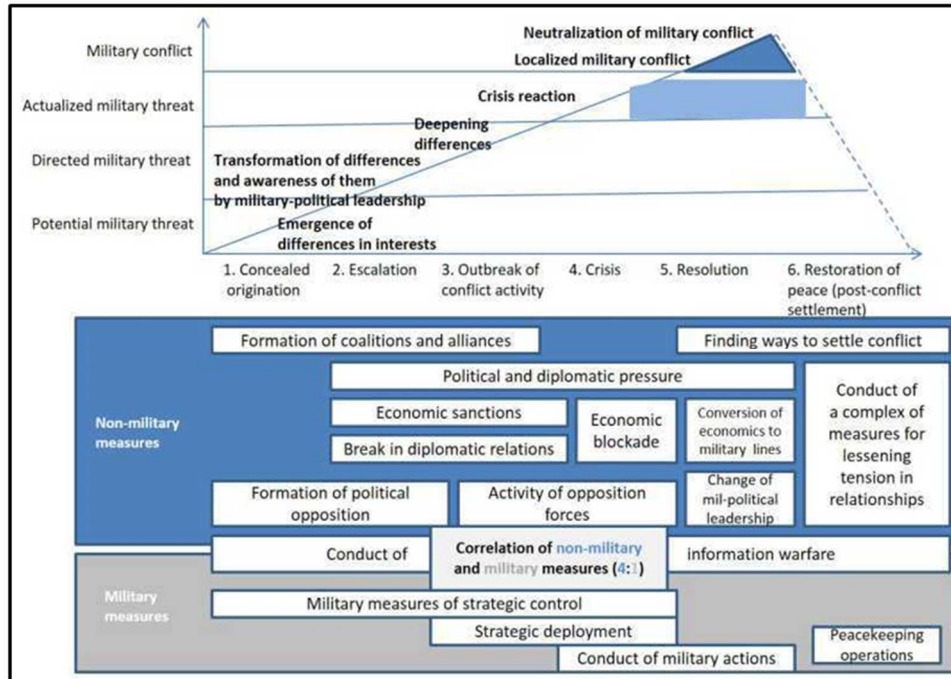


Fig. 1. The Role of Non-Military Methods in the Resolution of Interstate Conflicts

Source: (Harding, 2016).

What is notable, in that interesting paper Gerasimov is not discussing the term of ‘hybrid warfare’ at all and he is rather discussing the changes in new reality of ‘nonlinear’ warfare recognizing that “the role of non-military ways in reaching political and military goals has raised, which in some cases significantly exceeded the power of armed forces” (Герасимов, 2013). The outcome of that thinking is presenting utilization of both conventional and non-conventional means in a sequence of follow-on phases of an operation. It is related to his perception of threats, which are being faced by Russia as expressed during a speech in the Academy of Military Sciences. He said “Russia faces a broad range of multi-vector threats, especially linked to the use of soft power: political, diplomatic, economic, informational, cybernetic, psychological and other non-military means” as the result “the main result of Russian military science should be practical, leading the way in formulating new ideas and thinking on these issues” (Roger McDermott, 2016b). His approach as of the famous article in 2013 has been also called ‘Gerasimov doctrine’, in which the role of non-military measures is very strongly expressed within all the phases as presented on fig. 1.

Military capabilities are used from phase IV *Crisis* after strategic deterrence and deployment supplemented by constant information operations. Phases I to III are based on implementation of other than military tools. As Russia in suffering as of economic sanctions, it is considered by Kremlin to be under attack by Western powers using economic tolls supported by political pressure and war in information, cyber and other domains. External support for opposition and building broader coalitions including extension of

NATO and EU are also treated as directed against Russia. Therefore, Gerasimov was rather discussing the 'new generation warfare' as a type of warfare directed against Russia by external powers including an intent to initiate '*colour revolution*' to change the government and weaken the country. Russian military thinkers examined lessons learned from Iraq, Libya and wars in Chechnya and Georgia to initiate 'hybrid' type warfare in Ukraine surprising the West. It has been used to underpin political objectives to restore the nation's role as global player, to restore influence within 'near border' and in the long term to ensure better position in the context of ongoing changes in the security landscape of Asia.

Roger McDermott recognizes "the non-existence of a Russian hybrid doctrine, or approach to warfare per se. Rather, according to his public remarks, Gerasimov sees the need to respond to the United States and the North Atlantic Treaty Organization (NATO), which he claims are forming such capabilities" (McDermott, 2016). Likewise, Nicu Popescu states "the term itself is a Western description of Russian military practice, rather than a conceptual innovation originating in Russia" and "the West is carrying out its own hybrid operation against Russia in the shape of smear campaigns and the imposition of economic and financial sanctions" (Popescu, 2015). Similarly, Kofman is claiming that the term has strongly overwhelmed mind in the West being part of many conferences talking about the same using variety of approaches (Кoфман, 2016). Therefore, Gerasimov was talking "about how the West shapes the battlefield prior to intervention, not suggesting that Russia must do the same" (Kofman, 2017). He recognized what tools and ways could be used against Russian in the current and future political environment by the West nations to challenge the country. The team Sergey Shoygu and General Gerasimov was to move armed forces modernization forward as decided and approved by President and implementation was speeded up. The symbol of the whole government approach was the National Defense Control Centre (NDCC)³ merging all national bodies involved in defence in one command and control centre. Gerasimov had also very personal reasons to publish such the paper, as he "was keen to establish himself as a reforming general supportive of the new Defense Minister Sergei Shoygu who was eager to continue such efforts albeit in modified form. Consequently, he chose to return to the theme of Russian views of future warfare" (McDermott, 2016b).

It was also based by broad historical and military knowledge of the General and his experiences when commanding troops.

Kofman is linking complex approach with George F. Kennan memo on political warfare as "the employment of all the means at a nation's command, short of war, to achieve its national objectives. (...) They range from such overt actions as political alliances, economic measures, and 'white' propaganda to such covert operations as support of 'friendly' foreign elements, 'black' psychological warfare and even encouragement of underground resistance in hostile states" (The memo: Kennan, 1948). The developments in Russian 'near border', changes of regimes in Middle East, caused Anthony Cordesman linked the new perception of warfare with fact that "Russian military officers now tied the term 'Colour Revolution' to the crisis in Ukraine and to what they saw as a new US and European approach to warfare that focuses on creating destabilizing revolutions in other states as a means of serving their security interests at low cost and with minimal casualties" (Cordesman, 2014). Those attempts to initiate a revolution are set of overt and covert operations united by clearly defined end state and supported by proper funding and qualified manning not forgetting

³ NDCC – also known as National Defense Management Center.

about strategic patience as it takes time to achieve what is expected. The attempts to be ready to face such the threat was highlighted by Gerasimov who “has called on leading military theorists and specialists as well as the defines industry and the government to jointly develop a ‘soft power’ strategy to counter the potential threat from ‘colour revolutions’” (McDermott, 2016a). He mentioned the need to develop variety of both soft tools supported by hard conventional power as represented by armed forces (external threat) and National Guard (internal threat). The later one is based on assumption that “‘coup’ in the colour revolution model is regarded by Moscow as a form of hybrid warfare conducted by foreign powers against Russia’s interests” (McDermott, 2016a). Such the ideas were supported by Russian leading military theory, Army-General Makhmut Gareev, the president of the Academy of Military Sciences.

3. THE WEST PERCEPTION OF THE CONCEPT

The complexity of ‘Hybrid Warfare’ has been recognized by NATO in the report *Multiple Futures Project. Navigating Towards 2030* released by the Allied Command Transformation to “identify potential roles within the military realm that NATO could consider emphasizing for 2030” and among them the need to adapt “to the Demands of Hybrid Threats” (Multiple Futures Project, 2009). Such the type of warfare adopted by NATO’s adversaries is “both interconnected and unpredictable, combining traditional warfare with irregular warfare, terrorism, and organised crime. Psychologically, adversaries will use the instantaneous connectivity of an increasingly effective mass media to reshape or summarily reject the liberal values, ideas, and free markets that characterise the Alliance” (Multiple Futures Project, 2009).

As an effect, an enemy will use all opportunities within engagement space to influence the NATO nations’ economy, politics to weaken their unity, to harm societies, to shape information domain exploiting unconditionally all recognized vulnerabilities. In the case of adversaries represented by nations the variety of possible tools is incredibly vast. In general “risks and threats to the Alliance’s territories, populations and forces will be hybrid in nature: an interconnected, unpredictable mix of traditional warfare, irregular warfare, terrorism and organised crime” (Multiple Futures Project, 2009). What is noticeable the document is not mentioning Russia at all even though the document was published after Russian – Georgian war in 2008. However, recommendations are highlighting the necessity to “develop a culture where leaders and capabilities are well suited for irregular warfare or the hybrid threat, while simultaneously maintaining NATO’s conventional and nuclear competency” (Multiple Futures Project, 2009) and not so many nations possess strong enough power to challenge NATO nations. One of dangers of such the risks is that the NATO Article V could not be implemented as of the questionable nature of such the threats. It is also important to mention that the nature of hybridity is causing the need to integrate European nations much closer as military threat is not the major one.

All the prerequisites of an aggression could be non-military in nature asking all European actors to cooperate closely; cooperation with European Union will be one of key facilitators to face weaknesses and threats next to closer internal consolidation of each single Alliance nation. The ‘hybrid warfare’ was matter of discussion during NATO Summit in Wales to

”address the specific challenges posed by hybrid warfare threats, where a wide range of overt and covert military, paramilitary, and civilian measures are

employed in a highly integrated design. It is essential that the Alliance possesses the necessary tools and procedures required to deter and respond effectively to hybrid warfare threats, and the capabilities to reinforce national forces. This will also include enhancing strategic communications, developing exercise scenarios in light of hybrid threats, and strengthening coordination between NATO and other organisations, in line with relevant decisions taken, with a view to improving information sharing, political consultations, and staff-to-staff coordination. We welcome the establishment of the NATO-accredited Strategic Communications Centre of Excellence in Latvia as a meaningful contribution to NATO's efforts in this area. We have tasked the work on hybrid warfare to be reviewed alongside the implementation of the Readiness Action Plan” (Wales summit declaration..., 2014).

The document widely discussed Russian annexation of Crimea and support for separatists in the West Ukraine.

The hybrid warfare is highlighted in US *Joint Operating Environment JOE 2035* as

“a number of revisionist states will employ a range of coercive activities to advance their national interests through combinations of direct and indirect approaches designed to slow, misdirect, and blunt successful responses by targeted states. These hybrid stratagems will be designed to spread confusion and chaos while simultaneously avoiding attribution and potentially retribution” (Joint Operating Environment, 2016).

Russia is mentioned as a country, which is trying to forward national regional interests along with an attempt to go back to global scene as great power. The document is also highlighting that US armed forces’ advantage in conventional war domain caused potential adversaries to look for other than military tools by “development of asymmetric, unconventional, irregular, and hybrid approaches” (Joint Operating Environment, 2016). The threats are treated in broader spectrum, also geographically, as US is involved directly in many regions and each of them is possessing unique characteristics. Adaptation based on throughout analysis of specific dimensions of them separately is one of challenging tasks to ensure that particular centre of gravity of a respective ‘hybrid war’ is properly recognized and engaged decisively.

NATO’s *Annual Report 2015* is defining the hybrid challenges by “combining military and non-military means of inflicting damage or creating instability” (The Secretary General’s Annual Report, 2016) and it was recognized as not new phenomenon. However, the scale, speed and intensity are requiring new ways to prepare to face, to deter and finally to defend against such the evolving threats. It requires consolidation of all available resources to ensure that “a wide range of overt and covert military, paramilitary, and civilian measures are used to disrupt, confuse, damage or coerce – Allies agreed to develop a strategy on NATO’s role in countering hybrid warfare” (The Secretary General’s Annual Report, 2016). In the case of NATO, a consolidated strategy is of critical importance based on consensus of all member nations as it is allowing developing proper tools to face threat. The term ‘smart defence’ is one of facilitators to develop those asking nations to complement capabilities in harmonized way. The report is highlighting the importance of non-military assets preparedness as military sector is heavily relying on civilian assets in

transportation, manpower, satellite communication and host nation support (The Secretary General's Annual Report, 2016). It is obvious that without such the readiness and support operations cannot be conducted within protracted conflict and their sustainment will not be reliable. The report is mentioning aggressive behaviour as presented by military activities next to NATO's borders and it is recognized by stating that an unpredictable country is challenging the security in Europe (The Secretary General's Annual Report, 2016). NATO is the main military arm of Euro-Atlantic community but close cooperation with European Union as strategic partner must be maintained and enhanced to utilize fully politic, economic and civilian instruments of power orchestrated with military one.

NATO Secretary General Jens Stoltenberg discussed 'hybrid warfare' as

"the dark reflection of our comprehensive approach. We use a combination of military and non-military means to stabilize countries. Others use it to destabilize them" and he admitted "hybrid warfare is nothing new. It is as old as the Trojan horse. What is different is that the scale is bigger; the speed and intensity is higher; and that it takes place right at our borders" (Keynote Speech..., 2015).

Stoltenberg highlighted that it is of great importance to understand the nature of such the threat to deter it and defend against as enemy is using variety of tools to exploit any recognized weakness. The soft tools could be just

"a prelude to a more serious attack; because behind every hybrid strategy, there are conventional forces, increasing the pressure and ready to exploit any opening. We need to demonstrate that we can and will act promptly whenever and wherever necessary" (Keynote Speech..., 2015).

When asked about the role of soft power and hard power represented by NATO the Secretary General recognized the importance of both underlining that

"we need classical conventional forces. Hybrid is about reduced warning time. It's about deception. It's about a mixture of military and non-military means. So therefore we have to be able to react quickly and swiftly. And so when we are increasing the readiness and the preparedness of our forces, well that is also an answer to the hybrid threat. When we are doing more to increase our capacity when it comes to intelligence, surveillance, reconnaissance, then it's also an answer to hybrid threats... So to increase the capability, the readiness of our conventional forces is also part of the answer to hybrid" (Keynote Speech..., 2015).

The NATO Warsaw Summit in July 2016 in Warsaw also recognized a possibility of 'hybrid attacks' among security challenges from state and non-state actors. In that context "resilience and ability to respond quickly and effectively to cyber-attacks, including in hybrid contexts" (Warsaw Summit Communiqué, 2016) created an officially recognized an important domain of security. The 'hybrid warfare' threat was defined as where "broad, complex, and adaptive combination of conventional and non-conventional means, and overt and covert military, paramilitary, and civilian measures, are employed in a highly integrated

design by state and non-state actors to achieve their objectives” (Warsaw Summit Communiqué, 2016). To achieve success

“the primary responsibility to respond to hybrid threats or attacks rests with the targeted nation. NATO is prepared to assist an Ally at any stage of a hybrid campaign. The Alliance and Allies will be prepared to counter hybrid warfare as part of collective defence. The Council could decide to invoke Article 5 of the Washington Treaty. The Alliance is committed to effective cooperation and coordination with partners and relevant international organisations, in particular the EU, as agreed, in efforts to counter hybrid warfare” (Warsaw Summit Communiqué, 2016).

The challenge is however how to define the border between conventional attack and ‘hybrid’ allowing full implementation of Article V based on consensus of all the nations. It is connected with the risk of leaving targeted countries alone during critical period of an attempt to seize those using “little green men”. The Warsaw Summit recognized the need to cooperate closely with European Union as strategic partner based on the complexity of threats and lack within NATO proper tools to face those being non-military in nature.

In general, the definitions and perceptions of ‘hybridity’ are differing but in essence, the nature is the same based on the need to utilize all possible tools, which are suitable to successfully engage an opponent. The utilization of all available tools is linked with type of political system as decision-making and freedom to use military and non-military means is easier in the case of authoritarian systems; of course if those are ready and aware about threat. It is giving an advantage over democratic nations as non-military options could be exploited based on single authority or ruling elites’ decision in protracted way not taking into consideration people’s opinion. Armed forces and law enforcement troops could be employed even faster leaving an opponent no reaction time to face the threat.

4. THE IMPLEMENTATION OF THE CONCEPT BY RUSSIA

Moscow is using ‘hybrid’ approach very skilfully focusing on comprehensive use of political and military domains supported by constant uncertainty regarding military intentions and developments. It partially achieved desired outcome by destabilizing security in the region, by questioning NATO and European Union enlargement to the East and challenging NATO by exposing its weaknesses and limited capabilities. Nevertheless, what is noticeable, still nuclear capabilities are one of major deterrence factors. The ongoing continuity of exercises and large-scale mobilizations, as it happened at the end of August 2016, are keeping NATO in uncertainty about the real aims of Russia. This unexpected verification of armed forces readiness (Внезапная проверка..., 2016) was a demonstration toward the outcome of the Warsaw Summit and NATO’s decision to deploy battalion size units to the East Europe. Such initiatives of the Summit as: The United States’ European Reassurance Initiative, the Transatlantic Capability Enhancement and Training Initiative, UK-France Combined Joint Expeditionary Force concept (Warsaw Summit Communiqué, 2016) or the Visegrad Group decision to provide rotational presence and to conduct exercises in Baltic States in 2017 are important. The issue is always linked with the size and readiness to use all the units in time to face aggression especially an unexpected one. Nevertheless, NATO Secretary General did not exclude dialogue next to extended deterrence (Opinion piece by NATO, 2016). So forward presence should be linked with

dialogue and showing the force. The nations are understanding role of conventional power and such the lack of power is recognized as weakness worth to be exploited after softening enemy denying use of full capabilities in limited timeframe.

The scale of snap check exercises was to prove that deployment of multinational battalions is rather minor combat power compared to Kremlin's readiness to mobilize not only military but also non-military capacities in short time to conduct large scale operations to achieve desired end state. An exemplification were manoeuvres in August 2016 with units from three military districts (Central, Western, Southern MDs), Northern Fleet, Aerospace Forces and Airborne Troops. It was also precondition for the Strategic level command-staff exercise of the Southern Military District codenamed "Caucasus 2016" with some 12 500 troops supported by aviation and heavy equipment. It was followed in October 2016 by large-scale exercise of Russian civil defence involving some 40 mln people nationwide. The exercise "Zapad 2017" was a show and continuity of large-scale manoeuvres with nuclear scenarios as during "Zapad 2009" and "Vostok 2010" exercises to threaten nations, which deployed troops to Baltic region. That comprehensive approach to operations involving all the national assets is supported by NDCC.

Russia is continuing modernization of armed forces toward modern battlefield and it must be treated very seriously as the huge effort was done presenting new capabilities and readiness to act decisively in the limited timeframe based. It is supported by very short chain of command and decision-making cycle allowing well-coordinated utilization of all available national assets. To facilitate it the NDCC has the same manning and structure in peace and war time. It is able to utilize all national non-military and military capabilities at 5:1 (4:1) ratio within joint effort to facilitate joint multi-institutional comprehensive approach and "if implemented as planned – should greatly improve Russia's speed of reaction and information exchange, assisting in honing its coordinated capabilities for hostile action still further" (Giles, 2016). The change of the command and control system was redefined by creation of four military districts and adjustment of force structure. Initial focus on creation of independent and more powerful brigades subordinated to military districts was revised as exemplified by recreation of 1st Guards Tank Army in the West Military District, reorganization of the 20th Army and decision to create three new divisions based on existing combat, combat support and combat service support units (Carik, 2016). The creation of the National Guard in April 2016 is to support that trend allowing using other than military assets to cover security of critical political, military and economic infrastructure and to enhance readiness to contribute to territorial defines in a case of any attempt to endanger the territorial integrity of the Russian Federation.

The theory of the 'hybrid warfare' is practiced aboard by Russian military and military assets to gain more experiences how to deal with any threat coming from inside and outside of the country as it is linked with terrorist organizations inside Russia and also threat of internal 'colour revolution'. It is practiced in Syria using combat units and also private military companies (PMC). The latter are still not legal in Russia but they are recruiting its citizens and they also have Russian leadership. According to the Foreign Policy already in 2013 Russian mercenaries from the "Slavonic Corps" were fighting Islamic State in Syria. In addition, its successor, PMC 'Wagner' "has been fighting major battles in both Ukraine and Syria – including battles of Palmyra" (Miller, 2016; Они сражались..., 2016; Sparks, 2016; Galeotti, 2016).

5. CONCLUSION

Sun Tzu has recognized that “Hence to fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy’s resistance without fighting” (Sun Tzu, Translated by Lionel Giles, Part III) and this also part of current strategic thinking in Russia. The old type thinking related to Cold War period is over and there are no longer capabilities to conduct such large-scale operations to conquer vast territories. The definition of Frank Hoffman recognizing current warfare as “a tailored mix of conventional weapons, irregular tactics, terrorism, and criminal behaviour in the same time and battlespace to obtain [a group’s] political objectives” (Kofman, 2016) is up to date. It is understood and implemented by leadership so opponents as NATO and EU are challenged other than military ways to weaken them, to destroy their internal cohesion, to deepen internal divisions. The challenge is however, that perception of that approach to warfare is differently understood among nations. It has direct consequences in investing in armed forces development and not fully implementing the concept of the whole government approach. It could be visible by variety of political parties’ perception of threats, different priorities in economic development lacking unification e.g. within energy security and deals related to transfer of gas and oil.

Currently tools allowing influencing adversaries and advancing and global market and economy are supporting evolution of warfare by adding, much stronger than in the past, variety of options to be exploited. Combination of continuous build-up of armed forces, National Guard along with private security and military companies is ensuring that there is no threat for Russia to be attacked from outside. It is also ensuring close control of internal situation to keep opposition under control, to manage terrorist threat and to face any ‘colour revolution’ attempt inspired by external powers. It is partially linked with recognition of power of popular movements which are capable to change any government and historically Russian citizens were able to change the whole political system effectively. Parallel, development of military and law enforcement capabilities is a facilitator of using other instruments of power supported by skilfully utilizing information and cyber domains. The ‘hybrid’ approach is visualized and explained in ‘Gerasimov doctrine’ and capabilities are available. The challenge is how long those could be preserved as of economic reasons. In short term until 2020–2022 it is doable but in long term the situation must be improved to avoid implosion of the current system.

The answer from the West nations must be decisive and it must include all possible tools to pressure Russia constantly. It must be conducted in much consolidated way in harmonized effort of all members of European and Euro-Atlantic communities as any signal of lack of cohesion or hesitation will be exploited against them. The ‘hybrid’ threat is requiring comprehensive answer to face them by consolidating all available resources within each single nation and also within security organizations. To face them NATO agreed „a hybrid strategy to cope with the fast-moving challenges posed through a range of military and non-military means” (The Secretary General’s Annual Report, 2016). However, it is necessary to remember that complexity of challenges must be faced by complex and coordinated approach related not only to deny propaganda, information campaigns, cyber-attacks and other soft non-military options to deny the West nations ability to react and to undermine their cohesion. If that domain Russia is already successful, as “concerted effort to establish networks of political influence has reached into Europe’s core. Be they Putinverstehern, useful idiots, agents of influence, or Trojan Horses, the aim

is the same: to cultivate a network of organizations and individuals that support Russian economic and geopolitical interests, denounce the EU and European integration, propagate a narrative of Western decline, and vote against EU policies on Russia (most notably sanctions) – thus legitimating the Kremlin’s military interventionism in Ukraine and Syria, weakening transatlantic institutions, and undermining liberal democratic values” (Polyakova, 2016).

The report is linked with an effort to undermine nations which are the most powerful European power influencing all the domains of existing status in all the domains of modern societies. To deny further influence “European policy makers can and should take common action to expose, limit, and counter Russia’s attempt to use economic leverage and seemingly benign civil society activities to manipulate policy and discourse in open societies” (Polyakova, 2016). The report is advising three sets of actions for France, Germany and the UK as follow: to expose Russia’s network of Trojan horses by shining a light on opaque connections, to limit Russia’s influence through government actions and to reinvest in European values and democratic institution. Next to non-military means the conventional capabilities must be preserved and develop further as military weakness could be exploited by further territorial requirements recognizing that Europe is focused only on minor actions as deployment of limited forces to the East Europe believing that it is enough to deter. The scale of Russian ‘snap exercises’, nuclear scenarios and continuous modernization of armed forces are something to be taken very seriously investing in capabilities to face an unexpected attempt to further change national borders. Solid analysis must be done as there is a risk that “the actual future capability will surely differ from whatever it is that NATO and the EU are currently planning to counter” (McDermott, 2016b) causing a danger of being not prepared to face opponent on the future battlefield. The problems caused to Russian economy by economic sanctions are working although slowly but in long term they will affect the country asking for decisions. The danger is that decisions could be linked with aggressive behaviour and that is requiring being ready for the worst-case scenario within ‘new generation warfare’ options.

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