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## **THE PRIORITIES OF IMPLEMENTATION OF SOCIAL AND ECONOMIC POLICY: THE WORLDVIEW APPROACH**

Grounded solution of financial problems beginning with an objective assessment of the state social and economic policy and ending with the basics of life of individual households should begin with assessment of the standard of living of social strata. To do this it is necessary to explore the historical background of the emergence and current state of the content of the most important socio-economic categories, which include standard of living. Given the theoretical and worldview content, financial focus, and methodological basis, the existing conceptual approaches to determination of priorities of social and economic policy can be divided into two main areas: objective and subjective.

Content of the first direction is based on the methodology of technological determinism. The adherents of this approach were American scientist D. Bell (1919–2011), English economist R.F. Kahn (1905–1989), American economist J. Viner (1892–1970), who defined the utility of welfare in economics, according to which the welfare of the individual, including quality characteristics, can be determined based not only on the subjective degree of satisfaction that it receives from consuming the good or set of goods, but also in direct proportion to the increase in funding for science and technology. In the mid 70–ies of XX century American scientist D. Bell (1919–2011) in his work “A Venture in Social Forecasting” (1973) formulated the concept of multivariate social organism. In this concept, each of the spheres of human life – economy, including fiscal policy, social affairs – evolve by their own specific laws. French economist Jean Fourastié (1907–1990) also assigned an important role to technology as an independent

factor that directly affects the formation of high-quality social and economic policy.

Subjectivist approach, represented by the French philosophers: Nobel laureate in 1927 H. Bergson (1859–1941) and Nobel laureate in 1964, J.-P. Sartre (1905–1980), determines the qualitative content of social and economic policy as the state of consciousness of the subject, its sensations, perceptions, understanding of the degree of satisfaction with its life. General approach is manifested in general understanding of human needs over time.

Most basic research in the field of “perceived quality of life” is a work of the English scientist J. F. Campbell (1822–1885) and American politician William P. Rogers (1913–2001), who associated standard of living not with the achieved public level of welfare but with the perception of individual well-being as life in general and in specific spheres of life.

Many scientific publications emphasize that effective social and economic policy must ensure a high standard of living, which is achieved when a person has food and housing and other social infrastructure when it can meet its needs such as the desire for peace and justice. The quality of life is also influenced by such qualitative characteristics of society as the degree of contamination of the environment, noise background, health and level of the health system development, population density, crime and so on.

In order to coordinate and focus the efforts of foreign scholars in the study of problems of social and economic policy, in the United States and the Netherlands, in the middle of 1974 started the publishing of a special journal “Social Indicators Research” – an international interdisciplinary journal dealing with the problems of measuring the level of life. Its editorial board included well-known experts on this issue, American scientists D. Bell (1919–2011), J. Coleman (1926–1995), Nobel laureate in Economics, Dutch scientist J. Tinbergen (1903–1994) and others.

With further development, empirical methods were attributed to worldview approaches regarding the priorities of social and economic policy. The scientists were assigned with the goal to assess the standard of living through a set of

indicators for the scientific substantiation of management, adequate status and trends of socio–economic processes.

The dialectics of social relations, including the evolution of economic and social relations in the civilizational development of the countries leads to changes that naturally occur both in the area of social production and social consciousness. In our view, there is a need in deepening the theoretical developments in the study of socio–economic policies and creation of financial provision for their implementation in the mismatch between the objective conditions of life, their perception and subjective assessments by individuals.

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