

CHARITY ACTIVITY: ATTEMPTS CONCEPTUALIZING

Urgency of comprehensive study of the phenomenon of charitable activities don't doubt. In the contemporary Ukrainian society social differentiation not only increases, there is a new nature and extent of the polarization of society. Rising wealth of some members of the public going to the impoverishment of the majority of the population. Under such conditions actualized need of society in social protection and support of some social groups. Charity, if his own institutionalization, may be a supplement to an advanced state of social protection and help to solve some problems of inhabitants. For this reason it is important to comprehensively study the formation and development of a social institution of charitable activities, especially as research in the sociology of this process is on the periphery of scientific knowledge and mainly limited to the problems of installation and reconstruction of historical facts charity.

Considering the institutionalization of charitable activity must indicate the signs of its transformation into a social institution. Note that the process of formation and development of philanthropy as a social institution - a process of consolidation rules, statuses and roles, bringing them to a system that can operate in satisfaction of certain social needs through voluntary and selfless assistance, and - as a result - ordering ties between joint activities, the formation of a social institution bono work within the existing system.

Some researchers institutionalizing charity work is considered as the process of designing a social institution, isolating sources and factors of the process, and structural components of the institute, which is in the making. There is also the opposite approach when institutionalizing charity work is considered as a specific historical process of change in different forms and ways of providing charity care (charity, social care system charitable societies organized charitable activities). In this article we share a first approach to institutionalization.

Any process, including institutionalization, begins with activity that appears as a result of social, physical or spiritual needs [1].

Actually, the category of «activity» is central to the analysis of any activity. O. Jacuba noted that in the scientific literature as active understand «the particular characteristics of the type of activity, namely initiative, her character» [3, p. 5]. Turning to the analysis of the category of «activity», O. Jacuba drew attention to the fact that this category can be interpreted as follows: firstly, the activity is an initiative of the individual creative activity, and secondly, during the activity to understand the extent of that is hard work initiative and thirdly, the activity is a quality of personality that is reflected in its activity [4]. All three interpretations activity is lawful, but not identical, as each of them needed to determine certain characteristics, levels and sources of human activity. Based on the specifics of our research, special importance is the understanding of social activity as personality traits. On this occasion, considered as a compelling attempt O. Yacuba noted social activity as such, reflecting the level of functional features of a social community, the general level of socialization, the level of adoption of the values of society [4].

According to O. Jacuba, «social activity of the individual — it is a social quality, within which is expressed level of« sociality», i.e. depth and completeness relations of the individual with society, the level of transformation of personality on a subject of public relations. Social activity cannot be reduced to one of the moments of consciousness or individual activities. This is the original social quality that is holistic, stable, active attitude towards society, issues of development and determine the quality and features of consciousness and activity, and state of the individual» [4, p. 20]. Social activity is not only understanding and adoption of public interest and certain communities, but also the willingness, ability to realize these interests, active independent entity. The most important features of social activism personality is strong, stable, and not situational desire to influence the social processes and real participation in public affairs, which occurs under the influence of willingness to change, to turn or, conversely, maintain, consolidate existing social order, its form [4].

It should be noted that the analysis of social activity need to be differentiated social conditioning and social orientation activities. Any activity is socially constructed, but not all are socially directed. Social activities may have caused

antisocial character and social activity is always associated with a progressive, socially useful activities (socially oriented). Given the complexity of the phenomenon of social activity, the criteria for its definition is closely related to the characteristics of man, his inner world. V. Yadov, referring to the analysis of activity, noted that «predicting social behavior of the individual is reduced ... to the analysis of typical forms of activity — lifestyle large social communities (nations, classes, social groups), and as object projected acts social personality type» [2, p. 6].

In his opinion, if the conditions of (a situation), within which can be implemented or that person needs to form a hierarchical structure, and then the disposition (product contact needs and situations) are structured in a hierarchy. V. Yadov developed and justified level of that hierarchy [2]:

- The first level are basic fixed installation. These settings are set forth previous experience ready for action, but they lack modalities (thinking about the «for» and «against») and awareness;
- The second level are socially fixed installation, the system of social attitudes. Social setting includes emotional (related to assessment), cognitive (related to reflection) and, in fact, behavioral (related to readiness for behavior) aspects;
- The third level is the total (such dominant) orientation of the individual to certain areas of social activity. This focus is based on the higher social needs and presents you the tendency to identify with one or another sphere of social activity;
- Fourth level is a system of value orientations on life goals and means of achieving them. This level has a critical role in the self-regulation of behavior.

O. Jacuba, referring to the analysis of social activity, proposed criteria for its determination, including integrative indicator in the form of personality dispositions [3]:

- Focus on specific interests, needs, values. This test can detect a range of values of the individual, the level of sociality on targeting

interests, not just a narrow social group, but also communities and society as a whole;

- The nature and level of acceptance of the interests, needs and values. This criterion describes the extent and depth of adoption, assimilation of values;
- The nature and extent of the interests, needs and values. This test reveals the peculiarities of values, which are the indicators of the level of the nature, scope, results and forms of activity.

As noted above, «with the needs, material or spiritual, associated with various business practices and social relations begins every human activity, including institutionalization» [1, p. 130]. As a social institution of charity, it is our opinion; it is advisable to talk about charitable activity as such, which begins institutionalizing charity. According to the author's definition of charitable activity - a kind of social activity, i.e., initiative, and self-conscious activities to provide charity care, characterized by the focus on good deeds and sociologically based guidelines and values. For the subject of charitable activity is typical of mastering these needs and values at the level of knowledge and volitional intentions, and especially their implementation related to actual participation in charitable activities and a positive attitude to it. We can assume an active charitable when it proactively and creatively involved in charitable activities, expresses the desire, willingness and capacity to implement charitable activities, characterized by scale, results and forms of charitable activity.

Charities active subjects constitute a resource that is essential for the successful institutionalization of charity and further functioning social institution bono work. Further analysis of the values, attitudes and motives of such entities would allow to develop effective, efficient mechanisms for citizen involvement in charitable activities, to reduce the number of people that for one reason or another left (going off) to engage in charity, would promote further successful formation of a social institution charity activity in the Ukrainian society.

Literature:

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