

НАПРЯМ 5. ПОЛІТИЧНІ ПРОЦЕСИ ТА ІНСТИТУТИ

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THE GENDER PARAMETERS OF INDIVIDUAL IDENTITY IN INSTITUTIONALIZED SPHERE OF POLITICS

Despite the fact that institutions in new institutionalism are considered as independent political actors with their own goals and interests, the real participants of the social processes are considered the individuals – institutions mostly are constraints that help individuals avoid the negative ‘emerging effects’ of collective action and enable social actors to work together to produce beneficial social goals. N.V. Yeremeieva considers that it provides some opportunity to talk about referring this approach to the principle of «methodological individualism», because the new institutionalism in this sense is based at the micro level on a theory of practical action, which is rooted in Weberian notion of social action as an action oriented towards other people [2, p. 78]. Such epistemological turn made possible in political science due to the golden age of behaviourism research program, in which individual interests are milestones for nomination and proving of the hypotheses about the nature of phenomena and regularities of the political world processes. But, in R.M. Smith’s opinion, political sciences cannot rely solely on the behavioralism or formal theory at the studying of political institution. Instead, the role of historical contexts and meaning should not be neglected, especially in researching of institution’s political identity [4, p. 301-305]. Consideration of the subjective factor provides an institutional theory by a completeness and, for accounting of the approach complexity, allows extend its epistemological status to the paradigm of political science as a stable conceptual model of theoretical standards of formulating political problems by a researcher in a political analysis.

The research strategy of new institutionalism allows analyzing the political phenomena of complex nature that are typical of the system, implementing and maintaining democratic standards of politics in the modern world, such as individual identity institutionalized at the collective level of political interest aggregation. In order to determine how the established practices of institutionalized social and political interaction

influence determination of the political actor behavioral strategies, their motivation to meet their own interests within certain socially designed conventions in respect of their own and group identity and how they affect the macrostructure functioning level in the long-term dimension, we chose to analyze now the gender criteria.

Gender is present in the processes, practices, images and ideologies, and distributions of power in institutions. Gender relations play out at different institutional levels, ranging from the construction of images, symbols, and ideologies that justify, explain and legitimize institutions and their gendered patterns of hierarchy and exclusion [3, p. 567-568]. As an example of institutional mechanisms for implementing and ensuring gender policy, researches can identify the problems and directions of the elementary strategic vision of the benefits of gender policy in ensuring equal rights and opportunities for women and men [1, p. 34]. In that sense, it may be noted that social and political institutions also act as factors of behavior legitimizing standards that identify political actors based on gender differences in their institutional status – whether they can and to what extent participate in the political process (and still while electing a woman as the head of state or government, the media puts an emphasis on her gender, rather than, for example, her educational back ground).

For developed countries the discourse of gender equality is a symbolization of commitment to democratic values and the desire to enter the circle of these countries leads to the necessity of political transformation, but as noted by A.A. Grusheva and I.G. Kantsur, even among scientists there is a possible polemic regarding the fact that the issues of gender equality in the democratic state system of Ukraine are imposed on us from Western society and are artificially contrived [1, p. 30]. Outlining what a feminist historical institutionalism analysis of transitions to democracy might look like, G. Waylen concludes that one of the potentially most significant contributions of this type of a theory is in that it can help to understand how positive gender change, such as improvements in women's descriptive and substantive representation, can come about [5].

The political discourse about the place of individual identities among institutionalized practices of social and political interaction can transform institutional framework of the political system and to determine the status of the state as a key institution in the political system of the society and an actor in international politics. Ensuring gender equality for the active participation in various political institutions (from NGOs to political parties and state authorities) is one of the typical evidences of the political system democratization, which could lead other social institutions to a crisis, namely, a family, marriage.

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МЕРИТОКРАТІЯ ЧИ ПОПУЛІЗМ? ЯК ПЕРЕМОГТИ ПОПУЛІСТА НА ВИБОРАХ

Політична система України за останні десятиліття пройшла суттєвий шлях демократизації виборчої компанії. Проте як показали крайні вибори президента та дострокові вибори парламенту, виборча кампанія має все ще олігархічний характер та застосовує «брудні» політичні технології. За таких умов досить часто більші шанси на перемогу є у кандидата від популістичних сил. Такий вибір не дасть можливості реалізувати увесь потенціал держави та поставить політичну систему під загрозу зростання впливу фінансово-промислових груп. За таких умов постає питання – як кандидату, який розуміє що краще для держави та громадян не піддатись під бажання популістичних обіцянок та обійти конкурентів.

Перш за все, варто визначити, що для нас являє собою виборча та передвиборча кампанія. Виборча кампанія – складне і багатогранне поняття. З точки зору політолога, виборча або передвиборна кампанія являються стадією виборчого процесу, яка включає висунення і