



CONTENTS

SOCIAL TRANSFORMATIONS: interdisciplinary aspect

Heyets V.M. SOCIALIZATION INSTITUTIONS IN UKRAINE AND EU COUNTRIES: TENDENCIES OF DEVELOPMENT AND KEY DIFFERENCES 7

SOCIOLOGY

Bureychak T.S. MEN IN CRISIS: UKRAINIAN MEDIA DISCOURSE AND GENDER IDEOLOGY 35

Kozachenko O.O. CONCEPTUAL BASES OF RESEARCH OF LIFESTYLE OF MULTI GENERATION FAMILY: SYSTEMIC APPROACH 51

Kondov K.V. CONCEPTION OF SOCIAL CONTROL IN EDWARD ROSS SOCIOLOGY 61

Nour A.M. PECULIARITIES OF CHOICE OF STRATEGIES ON THE LABOUR MARKET AND ATTITUDES TO VARIOUS PROPERTY BUSINESS GROUPS OF ECONOMICALLY ACTIVE POPULATION OF UKRAINE69

Reznik V.S. LEGITIMIZATION AND DELEGITIMIZATION OF PRIVATE PROPERTY IN SOCIAL REFLECT OF ANTIQUITY, MIDDLE AGES AND RENAISSANCE 83

Sheldovska M.V. DEFINITIONS AND TYPES OF ECOLOGICAL CONSCIOUSNESS 95

Shelestun K.Y. INSTITUTIONAL AND THE VALUE POTENTIAL OF KNOWLEDGE SOCIETY DEVELOPMENT IN CONTEMPORARY UKRAINE101

ECONOMICS

Borodina O.M., Rykovska O.V. SOCIOECONOMIC DIRECTIONS IN THE FORMATION OF MODERN KNOWLEDGE SYSTEM IN THE AGRICULTURAL FIELD OF UKRAINE 115

Melnyk M.I., Medynska T.V. INFLUENCE OF THE TAX FACTORS ON THE INVESTMRNT PROCESSES IN UKRAINE 126

CONTENTS

POLITICS

- Melnychenko V.I.* THE SYSTEMIC NATURE OF THE RESPONSIBILITY OF SUBJECTS OF PUBLIC ADMINISTRATION 135
- Sakhan O.M.* DESTRUCTIVE VECTOR OF POLITICAL CONFLICT INTO DEVELOPMENT OF MODERN UKRAINIAN SOCIETY 149

MONITORING OF PUBLIC OPINION

- Balakireva O.M., Dmytruk D.A., Sereda Y.V.* SOCIO-ECONOMIC WELLBEING OF POPULATION AND EXPECTATIONS IN SPRINGTIME 2011 161

SCIENTIFIC LIFE: EVENTS, FACTS, COMMENTS

- Mishin A.A., Merkotan K.P.* TIME TO SUM UP THE RESULTS (20-th Anniversary of the State Institute for Family and Youth) 179
- OUR CONGRATULATIONS TO THE JUBILEE (*O.M. Balakireva*). EXCELLENT! 185
- VII CONGRESS OF SOCIOLOGICAL ASSOCIATION OF UKRAINE (*information report*) 187
- YAKUBYNSKA, REGULAR, TRADITIONAL 189
- KHARKIV SOCIOLOGICAL READINGS (*invitation to participate*) 191
- ODESSA READINGS OF SOCIAL SCIENCES 2011 (*invitation to participate*) 193

THE AUTHORS OF JOURNAL 195