

STANDARTIZATION IN ENSURING THE QUALITY OF LIFE

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Key words and phrases: the quality of life; objective and subjective approaches to the quality of life; system properties of the quality of life.

Abstract: The article presents the analysis of the concept “the quality of life”; two groups of factors characterizing the degree of the quality of life of people are identified; the four levels of the quality of life of population are classified.

Studying the problem of standartization of the life of population the big attention is given to the category of the quality of life. On the one hand, there is a very wide interpretation of this category in literature where all processes of life activity of person and society are included. On the other hand, the indicator of the quality of life seldom includes the scientific argument of life support to people. In 1960 the category of quality of life was included for the first time into scientific use. Now the ideological-theoretical basis of the quality of life represents the hybridization of the theories of philosophy, economics, politics, etc.

At the same time the existing conceptual interpretations can be divided into two main directions: objective and subjective approaches. Speaking about objective approaches to the quality of life, here are defined factors of quality of social and physical environment where people realize their needs and requirements (family, food, home, education). The subjective approaches to the quality of life include valuable attitudes and experiences (satisfaction, happiness, life, love). Now the quality of life has become an indicator of high efficiency of work in a society, a source of national riches, it penetrates all parties of the universe and is a key factor of the social structure and activity of people. Studying the questions of product quality control became the first step at studying problems of the quality of life and is the basic criterion for the estimating the quality of life.

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In our opinion the quality of life is a complex system of processes and the factors defining the quality of people's life. The problem of the quality of life is the most important factor of increasing the economic, social and ecological safety. The quality of life is a difficult multilevel process which includes the economic growth, ecological crisis and its negative influence on a person, the poverty of population, struggle against criminality and drug abuse, the development of medicine and education, etc. According to the rating of the life standard of the United Nations Russia has taken the 65th place, with Cuba has left Russia behind.

The main factors considered at drawing up this rating included: education, the level of public health services and the life span.

In our research we tried to find the properties of the quality of life and we managed to mark out the following system approaches:

- social life as a dialogue and people activity in a social environment;
- corporally-psychological life in which human life appears as a process of realization of physiological needs;
- spiritual life as a deliberate choice and realization of human purposes and sense of existence, of aesthetic values and requirements.

The quality of life is a question of structural requirements of a person, ways and levels of their realization. We systematized the factors characterizing the degree of the quality of people's life in two groups: social and economic factors. Business factors include personal savings, working conditions, financial position, subsistence minimum, correlation of well provided and poor levels of the population, etc. Social factors include the level of educational and public health services, cultural level, social security, recreation conditions, and living conditions.

The standard of living of a person makes considerable impact on the quality of life, because material welfare is the factor which allows people to use other benefits to achieve their aims. The great role in the assessment of the living standard is played by labour productivity. Russia in comparison with the USA and the European countries has a low indicator of gross national product per capita. Special threat is created by low level of large-scale investments into the Russian economy, without which its revival is impossible. These factors and others directly influence the quality of life of the population of our country. In our work we have revealed an interrelation between the quality and the standard of living where the standard of living is the main social-economic aspect defining the material well-being of people.

The concepts of life and standard of living quite often substitute each other. The standard of living is an integral part of the quality of life and it is considered as an economic and calculated statistical category. More often the standard of living is defined as an indicator characterizing the quantity and quality of goods and services consumed in the country. The main task of the modern state is to increase the level of the quality of life of the population through satisfaction of their requirements. The results of studying the standard of living of the population are classified today by four levels: high, sufficient, zero and low standard of living of the population. A high standard of living of

the population is the concept including the ability to accumulate with the expanded list of requirements: a paid medical treatment, tourist travelling, purchase of the real estate and means of transportation. It is supposed to label as the possibility of satisfaction of requirements, which do not include accumulation of savings to a sufficient standard of living of the population. In this case we mean, that the cumulative income of a family should be enough for obligatory payments, supporting requirements for clothes, food etc., accumulating is excluded. In case the cumulative income includes the minimum expenses on goods and services, obligatory payments the standard of living can be called zero. There is a concept of low standard of living of the population which is characterized by the absence of possibility to satisfy primary requirements, thus the family income turns out below the living wage. This characteristic of the standard of living of the population allows differentiating the groups of citizens according to certain signs, to expand the understanding of the reasons for the decrease in the level and quality of life of the population.

In our opinion there are various interpretations of the concept “quality” in the modern literature and practice. It penetrates all parts of the universe and is the key factor of the social system and the activity of people. Improving the quality of life of citizens involves seeking to higher level of economic development. The purpose of the development of economy is the satisfaction of discretionary incomes of a person, a gain of volume of resources, balance observance of ecological system and improvement of the quality of life of people. The specific problems within the limits of priority national projects: education, public health services, available habitation and development of agriculture are influenced.

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Стандартизация в обеспечении качества жизни

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Ключевые слова и фразы: качество жизни; объективные и субъективные подходы к качеству жизни; системные свойства качества жизни.

Аннотация: Дан анализ понятия «качество жизни»; представлены две группы факторов, характеризующие уровень качества жизни людей; классифицированы четыре уровня качества жизни населения.

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