

PRINCIPLES OF DEVELOPMENT OF SOCIAL INSTITUTIONS TO IMPROVE THE QUALITY OF LIFE

Yu.A. Kalinina

Tambov State Technical University, Tambov

*Represented by Doctor of Technical Sciences,
Doctor of Economics, Professor B.I. Gerasimov*

Key words and phrases: needs of society; quality of life; social institutions; social norms.

Abstract: The paper explores the principles of development of social institutions; their impact on improving the quality of life has been analyzed.

Over the past years it has become increasingly clear that the implementation of social and economic reforms is practically impossible without social development of reserves. The main objectives of the reforms are to improve the quality of life. Social reserves in modern economic life can be represented as a set of social institutions, which are commonly regarded as one of the most important building blocks of social and economic system. The elements of the social system are the people whose activities are conditioned by a certain social status that they occupy. These also include social functions they perform, social norms and values adopted in this system, and individual characteristics. Every social institution has specific features as well as common features with other institutions. There are five common characteristics:

1) oral or written code of rules, which consists of two claims: the rules themselves and role structure. For an educational institution the code of rules comprises the academic timetable, students' rules, national standards, etc., the role structure is represented by students, lecturers, the rector, etc. For trade unions the code of rules contains the Charter, regulations, etc., and the role structure is represented by union members, chairman, etc.;

2) social attitudes and behavior patterns, the orientation of an individual to some social object. In education career orientation is more important than the love of knowledge. In trade unions justice, mutual aid, etc. play a significant role;

3) ideology as a system of ideas regulating norms. For educational organizations it is an ideology of academic freedom and equality in education.

Калинина Юлия Александровна – ассистент Академии параллельного образования,
e-mail: yuliya-kalinina@bk.ru, ТамбГТУ, г. Тамбов.

For trade unions it is improvement of the quality of life by protecting the rights and interests of union members;

4) symbols or characters, or sets of characters, creating an image of the institute. The symbols of education are emblems, attributes, faculties, students' songs. Trade unions also have their own symbols: a flag, an emblem, a pennant, a union card and certificates of appreciation;

5) physical conditions. Training cannot be provided without classrooms, libraries, special equipment (calculators, computers, etc.). To meet their goals trade unions have their own buildings, vehicles, equipment, inventory and cash funds, which are used in accordance with the approved budget. Although the institution must necessarily possess utilitarian cultural traits it also has new and specific attributes, depending on the needs that it satisfies. Some institutions, in contrast to developed ones may not have a full set of attributes. It only means that the institution is not perfect, not fully developed or in decline. If the majority of institutions are not sufficiently developed, then the society, in which they operate, is either in decline or in the initial stages of cultural development [1].

A social institution in the sociological interpretation is regarded as a historically formed, resistant form of organization of joint activities of people. In a narrower sense it is an organized system of social relations and norms designed to meet the basic needs of society, social groups and individuals. Social institutions include the elements of society, representing the stable form of organization in the regulation of social life. These institutions of society, such as the state, educational system, trade unions, etc., arrange social relationships and regulate the activities of people and their behavior in society [2].

There are various interpretations of the essence of "social institution". For example, M.S. Komarov believes that: "The concept of a social institution belongs to the center of the system-structural analysis of social life. It implies the possibility of generalization, abstraction and idealization of the most important types of social relationships from the diverse actions of people by correlating them with the basic goals and needs of social systems" [3]. According to A.B. Zelmanov, "the concept of social institution, reflecting extremely common social objects, has an ontological status; it is one of the fundamental categories through which the structure of society as a whole system is revealed" [4].

The most common approach that can be applied to the problem of the content of the concept under study is an expansion one. Here, the meaning of the term institution includes a set of multi-level and variable components (subject and object of activity, its means and results, features, etc.). Social institutions are divided into principal (major, fundamental) and non-principal (non-core, frequent). The latter are hidden inside the first, being a part of them as smaller formations. In addition to dividing the institutions into the principal and non-principal, they can be classified according to different criteria. For example, they can vary in their time of emergence and duration of operation (permanent and temporary institutions), the rigidity of sanctions for violations of rules, the conditions of operation, the presence or absence of bureaucratic control systems, the presence or absence of formal rules and procedures.

Charles Mills distinguished five institutional orders in modern society, effectively implying that the principal institutions:

- economic (institutions that organize economic activity);
- political (government institutions);
- family (institutions that regulate gender relationships, birth and co-socialization of children);
- military (institutions engaged in the protection of society from the physical danger);
- religious (institutions that organize the collective worship of the gods).

The purpose of social institutions is to meet vital needs of society as a whole. We can distinguish five of these basic needs; they correspond to the five major social institutions:

- the need for the reproduction of the genus (the institution of family and marriage);
- the need for security and social order (state institute, political institutions, trade unions);
- the need for procuring and manufacturing of livelihood (economic institutions);
- the need for the transfer of knowledge, socialization of the younger generation, training (university education);
- the need to address spiritual issues, the meaning of life (Institute of religion).

Non-principal institutions are also called social practices. Each institution has its main system-established practices, methods, techniques and procedures. Thus, the economic institutions cannot do without such mechanisms and practices, as currency conversion, protection of private property, professional recruitment, placement and evaluation of employees, marketing, market, etc. Inside the institution of marriage and family there are institutions of fatherhood and motherhood, family revenge, inheritance, social status of parents, etc. Non-principal political institutions include institutions of forensic advocacy, presidency, trade unions, etc. Social practices that help to coordinate actions of large groups of people contribute certainty and predictability to the social reality, thereby supporting the existence of social institutions [5].

According to S.S. Frolov, a social institution is an organized system of relationships and social norms that combines meaningful community values and procedures that meet the basic needs of society. If we analyze all of the above described approaches, the social institution is a role system, which includes norms, statuses, set of customs, traditions, rules of behavior, as well as formal and informal organization. It also embraces a set of rules and institutions governing a particular area of public relations, an isolated range of social activities. Consequently, a social institution can have different definitions. Social institutions are organized associations of people who perform certain socially important functions, which provide the joint goals. Members of these institutions perform their social roles, or tasks that are set by social values, norms and patterns of behavior. Social institutions are institutions aimed to meet the basic needs of society. Social institution is an organized system of relationships and social norms that combines meaningful community values and procedures that meet the basic needs of society [6].

Consequently, the requirements of society can be reduced to one goal – improving the quality of life. Thus, a high degree of actualization of the problem of improving quality of life in the process of formation and development of social institutions is explained by the fact that it continues to be one of the least studied social problems of the market economy.

References

1. Осипов, Г.В. Институциональная социология / Г.В. Осипов, А.И. Кравченко // Современная западная социология : словарь. – М., 1990. – С. 118–119.
2. Социальные институты общества, их понятие, виды. – URL : <http://www.grandars.ru/college/sociologiya/socialnye-instituty.html>.
3. Комаров, М.С. О понятии социального института / М.С. Комаров // Введение в социологию / М.С. Комаров. – М., 1994. – С. 187–196.
4. Зельманов, А.Б. Понятие «социальный институт» и его место в системе категорий исторического материализма / А.Б. Зельманов // Методологические проблемы исторического материализма : сб. ст. – Барнаул, 1976. – С. 180–182.
5. Социальные институты общества. – URL : <http://vsempomogu.ru/sociolog/319-25.html>.
6. Добренъков, В.И. Социология : учебник : в 3 т. / В.И. Добренъков, А.И. Кравченко. – М. : Высшая школа, 2004. – 3 т.

Принципы формирования социальных институтов для повышения качества жизни населения

Ю.А. Калинина

ФГБОУ ВПО «Тамбовский государственный технический университет», г. Тамбов

Ключевые слова и фразы: качество жизни; потребности общества; социальные институты; социальные нормы.

Аннотация: Рассмотрены принципы формирования социальных институтов, проанализировано их влияние на повышение качества жизни населения.

© Ю.А. Калинина, 2012