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Introduction

The development of modern society is characterized by trends associated with the changing nature of labor rights. It is logical that these changes directly affect the substantial characteristics of educational activities aimed at training all levels of educational qualification. Therefore it is expedient to consider the main factors influencing the development of labor in modern society.

Decentralization of production, which finds expression in the transformation of large enterprises in a small network of organizational structures with a flexible, horizontal form of government, leads to changes in socio-economic characteristics of employees. The number of permanent employees, and production flexibility is achieved through the use of labor, which often varies depending on the needs of the industrial situation. As the interim, „situational” organizations that are created to solve specific production problems and projects in the U.S. the number of workers in recent years was at least 25% of workers. Samples organizational structures in the economy led not only to increase the number of unemployed: „growing number of people that have no fixed place in society” [Полякова 2006: 292].

Another important factor is the changing sectoral structure of the economy. By the 90's. industry in England was still little more than a quarter of jobs, while the services sector accounted for 70%, resulting in changes not only the socio-professional and socio-demographic structure of the workers: „industrial worker-man becomes more rare. figure, factory production steadily becomes an anachronism, to the forefront farmers, women employed part-time, which hire contract with definite terms the scope of services” [Уэбстер 2004: 108]. Changing the subject, and economic-geographical regions of specialization, previously associated with a particular type of production.

Enhancing information-technology component of the economy leads to job cuts and the predominance of intellectual over physical labor, resulting in changing requirements to become the skills, adaptation to new conditions with their retraining. However, in this situation, structural or „technological” unemployment appears inevitable. Changing requirements for employee education and the nature of his participation in production processes. Labor loses standardized operations, it „becomes a variable, non-recurring and responsible, requires the capacity for individual freedom of action, making independent decisions, esti-

mates and judgments” [Полякова 2006: 292]. All this leads not only to increase the length of study, but also to the principal view of educational priorities, the formation of a new type of personality.

Flexible and mobile nature of modern production processes leading to that employee must be in a perpetual state of readiness to change the scope of employment. Speed and the innovative nature of the flow of these processes are natural and shape as new employees in what is „adaptive”, which is not merely the variety of labor skills, but also in readiness to constantly update and modify them. Personalization is not only to the specific requirements of each workplace, but in individual methods of payment, consumption and production strategy for individualized products and services.

All these factors lead to ambiguous effects and are themselves the subject of research discussion. The main subject of these discussions have continued with alarming consequences of changing nature of work.

In the most thorough analysis of the labor process transformations and representations of „future work” should consider a number of aspects that in today's society most prone to change. Let's dwell on these components of the labor process, which reflect aspects of the summary of changes we mentioned earlier: the structural component; semantic component; personal component. These components of social and economic life is characterized as a work in relation to its systemic properties, ie its performance for the economy and society as a whole and on individual development groups involved in this process (organizational, professional etc.) and also for behavior strategies the individual. From these points of view they should be analyzed.

1. Structure work

In terms of analyzing the structure of the labor process to speak about the diversity of its components that determine the nature of work and it changes directions. This territorial structure of the economy the most „visible” from all types of structures. The emergence of transnational corporations, which accompanied the rapid development of information networks, contributes to the fact that no big economic initiative in the current conditions can be realized only within a single nation state and even states such as [Покровский 2005: 148]. At the same time acceleration is not only informational, financial, and industrial flows but that „sealing” process of moving from product development stage to consumption: stream of innovations becomes more dense. Shifting spatial boundaries conducted simultaneously with the change of time parameters. The acceleration due to the increasing interconnection of research on production processes, sometimes combined within a single corporation. Strategy for the successful functioning of the market a product or service is defined by its innovative capacity, mobility and volume of research, based on its development.

The territorial factor is closely related to other forms of structuring social and economic system, in particular, the sectoral structure of the economy. The most promising sectors of society in the new areas are associated with the production and dissemination of information, high technology, research, human services, management information systems and human resources. Current production – is mainly the impact of product and services from engineers, accountants, designers, designers, specialists in personnel, sales and marketing experts with information networks. Employment in manufacturing industries are declining, giving the service sector, but labor productivity while significantly increasing the expense of its scientific. At 90-years employment in manufacturing electronic components in Europe increased by an average of 20% [Говорова 2003: 11]. The transformation of industrial structure is fast and demands quick response to changes in all sub-cultural, political, social and above all education, to ensure the adaptability of society and achieve stability in conditions of uncertainty and crisis of identity. Education on the one hand, a mobile to respond to changes in economic structure and meet its development, on the other – form the basis of these changes, ahead by conducting training for future economy. Mismatch of education economics at the structural level, its inertia, conservatism and withdrawal from social and economic needs in the new environment affects the process of adaptability. This is especially true for Ukraine, which, unlike developed countries, which are at the forefront of transformation, must adapt to them and develop their human potential as the basis for future change and development technologies.

2. Track work

Analysis of changes in the content side of most work demonstrates blurring boundaries of work in relation to other forms of people. First, it is shown with respect to the relationship of labor and knowledge. Knowledge, information affecting virtually all the structural components of labor: a subject, object, process and product work. The main argument of theorists information society lies in an increase of knowledge in society. Information becomes part of the labor process, which appears not only to higher education employees, but also the formation of an entirely new entity, capable to process, distribute and conduct information resources, ideas, technology, methods of organization and management, and constantly improve their skills. Therefore, the category „job” and „education” begin to lose self-importance and penetrate into each other.

In the 70th of the past century with the filing of the nomination by UNESCO concept of „continuing education” as a form of combination of general and professional education at different levels. In the 80–90th he changes occurring in the economy of developed countries, and becoming a powerful information infrastructure formed the concept of „postfordyzm” for which, together with other elements of postmodern social and economic relations are the most important information intensive activities associated with permanent retraining and educa-

tion. Labor is becoming more complex in structure and flexible, varied in content. Therefore education becomes an integral part of work. Workers become „educated” and the employee, forced to the information technology will lead agile, flexible way of life. There is scientific associations, educational and industrial organizations, creation of corporate universities, which are both scientific development, staff training and introduction of new technologies.

Thus, the changing place of knowledge in the employment process. Now this is not simply preparation for work and not even part of it, and practically the same job that is in constant possession of knowledge. If performed in the past knowledge supporting role in relation to work, they are now used instead of labor, accounting for much of the product. The role of theoretical knowledge in the process of labor manifested in a growing reflexivity labor process, workers need to constantly put all the new tasks and solve them individually or in the community, and therefore, management and acquire skills and knowledge [Уэбстер 2004: 77].

Changing relations not only between types of labor, which is difficult to distinguish mental from physical labor, but between work and other activities. Work itself is changing the subject, it becomes more symbolic and less substantive, changing nature of work, he increasingly diverse and versatile. Labor loses a fixed place: the question of the status of a virtual home and work, social activities, partial or contract of employment.

3. Personal side of labor

Semantic analysis demonstrates blurring boundaries of work, the hit its personal aspect reflects all the controversy and even tragedy of transformation faced by people in modern society. Economic changes require a completely different approach to professional and personal qualities, moreover, the formation of a new type of personality that could not simply adapt to changing conditions, but also to modify these conditions, be responsible for the decision-making initiative, innovative thinking and constantly analyze the situation, composed.

Currently there are rapid changes in ideas about what a worker needs in modern conditions. Research needs of employers of workers held at this time in many countries, including Ukraine; show that the requirements of the employer are conditioned by the need to quickly change settings on the external conditions.

The current phase of the modernization of many researchers call „reflexive”. It involves growing awareness of people not only within the ongoing process in employment functions, but in different levels of competence. The modern worker is constantly incorporated into new practices, thus combining in his outlook different picture of the world that he had to constantly analyze, compare, select and apply complicated in its activities. New economic processes associated with constant production of knowledge and transforms them into a fixed resource,

open endless opportunities for human development, her personal skills and creative abilities.

What personal interests beyond the purely materialistic and becoming more diverse, and demonstrate motivational research field staff that consists of such factors as wages, no longer occupies the leading position, acquiring significance only in combination with such parameters as content work, further training opportunities and career growth, professional prestige, complexity and technological equipment, responsibilities and participation in decision making, Labor Relations and sometimes giving importance to these characteristics.

Thus, post industrialization era, according to many theorists, led to improvement work such that it no longer corresponds with the means to survive, and are increasingly used for maximum self-realization of human personality. However, there are opposing theories „degradation of labor, caused controversy transformation that threatens to destabilize gap and not only in economic or social, but also in personal terms. „Risk society” characterized by „rapid proliferation of such factors as variability, transience, uncertainty, contradiction, disorder” [Иноземцев 2000: 64] forever reserves in the past to guarantee a stable personality, its stable social situation. „Mobility” and „flexibility” as key characteristics of the modern worker sometimes revolve „neglect” and „hopelessness”.

Researchers noted the dual nature of contemporary social processes: on the one hand, there are new opportunities to utilize human potential, on the other – still detected low- workers demand, rising unemployment, and confidence in young people are increasingly experiencing frustration and uncertainty in the future.

Indeed, towards the achievement of world progress an ordinary worker to the need to come across a number of difficulties. These should include, inter alia, high cost of education in developed countries, increased competition in the all levels, continuous innovation and diversity of processes, for which the acquisition should constantly learn and keep abreast of all changes. Ability to work with databases, the ability to generate new knowledge are now equally essential relation rights of the dominant social groups, who were in an industrial society ownership of the means of production and other material goods. Thus the modern scholar, in turn, seeks to enter into a new ruling class not only for welfare, but to attract a more interesting and full life.

All this requires an entity that wants to improve their socio-economic status and enter the ranks of the „labor aristocracy, middle managers or lower-level managers, and entrepreneurs”, inhuman effort. However, this requirement in the modern post-industrial society is not only relevant to the average worker, the employee, but also a successful businessman and owner of a large firm. Added to this continued expansion of the number of „routine workers” by accelerating technological changes in equipment manufacturing processes, resulting in human capital development firm in

the information age actually rotates increasing pressure on staff and increasing demands for their professionalism and competence.

Therefore, few can resist the crest of change that more intensified. At the same fundamental mechanism of transformation is the emergence of a new type of employee identification – an autonomous entity. The specifics of this type of employee is to enhance flexibility, which requires modern process of labor and conditions of employment, in constant search for self-education and all opportunities for self-realization and use their abilities, and for survival and income.

Uncertainty and uncertainty in the future, caused initially by economic causes, forms, thus individualized, reflective type of person unstable, which balances the provision which makes it consistently to the internal „monitoring” the changing realities. However, it is common type of employee is the type of low-reflexivity, which is not even trying to adapt to new conditions. Typically, this is inefficient workers, representatives of marginalized, immigrants – generally, those who passively accepts current changes being in a state of apathy or destructive aggression.

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Abstract

В статье рассмотрены сущностные характеристики изменений труда в постиндустриальном обществе. Сделан анализ трансформации трудового процесса на уровне трех его составляющих: структурной, содержательной, личностной.

У статті розглянуто сутнісні характеристики змін праці в постіндустріальному суспільстві. Проаналізовано трансформації трудового процесу на рівні трьох його складових: структурної, змістової, особистісної.

Abstract

The article deals with substantial changes in work characteristics in postindustrial society. Analyzed the transformation of the labor process at its three components: structural, contextual, personal.

Key words: human's work, development of society.

Wektor zmian istoty pracy w nowoczesnym społeczeństwie**Streszczenie**

W artykule przedstawiono konkretne zmiany zachodzące w społeczeństwie. Przeanalizowano transformację procesu pracy w jego trzech komponentach: strukturalnym, kontekstowym i osobistym.

Słowa kluczowe: praca człowieka, przemiany społeczne.