

Sergey Bilan

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Sergey BILAN

National University of Live and Environmental Sciences of Ukraine, Ukraine

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Social problems created by scientific and technological development of the society, has always been the subject of philosophical and historical reflection. Introduction of means radically changed virtually all aspects of society – from production practices to education and culture.

Since the 70's last century, the science of the defining trends of opposition technocratic concepts such as those that have evolved in the historical and social vacuum, trends different approach to the problems of scientific and technological development, in which, first of all, to take into account this historical epoch, the system is its culture overall, as required by the nature of the technology of the historical period and the attitude of the society.

Since the 80's in scientific papers has increased attention to the human dimension of progress, many Western scientists came to the conclusion that it is impossible to understand the phenomenon of the „technological revolution”, while remaining in line with the history of the machines and technology, there is a need of a dive into the elements of the spiritual and cultural factors. In particular, a significant contribution to the development of concepts introduced antitehnokratichnih N. Berdyaev, A. Voronin, M. Gorkhaymer, A. Kooning, H. Lenk, B. Rozin, V. Stepin etc. In the future, these concepts became the methodological basis for the development of the theory of man-made civilization, including the founders of which can be called Heidegger, Galen A., E. Kappa, L. Mumford, Spengler, Karl Jaspers, and others who are trying to enter the sotsioprognostichny level not only in describing modern society as it actually is, but also giving predictions of its social development.

In this context, the aim of this paper is to analyze the essence of „technocratic”, the process of forming technocratic ideas and their influence on the development of Ukrainian peasants in the 30-ies the twentieth century.

The term „technocracy” was first used by an American researcher W. Smith in a series of articles published in 1919 in the journal „Industrial Management”. Literally translated from the Greek word means „power skills”. In the future, this concept has received three commonly used interpretations: first, the theoretical concept of power based not on ideology, and scientific and technical knowledge, and secondly, the type of socio-political organization of society, practically implementing the principles of this concept, and thirdly, the social host range of scientific and technical knowledge that perform management functions [Davydov 2000: 197].

Modern technocratic concept reflected in the writings of the American sociologist and economist T. Veblen and have spread in almost all industrialized countries [Lenk 1996: 14]. The author argues that the concept of technocracy is rather ambiguous because historically, you can identify at least three stages of technocratic development of human society, the first of which begins with the era of the first industrial revolution and is associated with the development of mechanics, the second – from about the turn of the nineteenth and twentieth century's and is characterized by the massive spread of mechanized processes, transportation technology and electricity, and the third – which continues to this day – is associated with computers and digital technology.

The technological revolution of the XIX–XX century not only led to an unprecedented pace of industrial development, but also for the first time raised the issue of identification of human nature, its ontological perspective, since intensified the contradictions of a change in the philosophical and theoretical, abstract concept of social spheres in a clearer strategy behavior [Tavruzyn 2009: 34]. This reflected the need of the day and the realities of social development of Ukrainian society.

Technocratic orientation as a specific social consciousness developed, both theoretically and practically, as reflected in the process of rapid industrialization and urbanization, the growth of education, a broad consumer use of scientific and technological progress, awareness of the problems and prospects of rationalization etc. Consequently, in the early twentieth century technocracy shape as a doctrine, theoretical and methodological orientation, which claimed the total social value.

In our opinion, it is dedicated T. Veblen stage should be kept in mind when it comes to the impact of technocracy on the fate of the Ukrainian peasantry, since the turn of the XIX–XX centuries. a new trend: the machine or „technology” itself has become a „winner”, while „man” became her „slave”. The domination of technology manifested in the fact that man has acquired the features of the machine: it has become an automaton, passively at the mercy of self-propelled technical systems that were no longer the means to an end, become an end in itself. Mechanization gradually spread far, including in the field of agriculture of Ukraine, which was realized in the course of technical modernization of agriculture in the 30's. Experience the essence, of which was the use of the machine and tractor through the machine and tractor stations.

Machine-tractor fleet of MTS in the 30's Ukraine used both independently and as part of various agricultural farm units. In particular forms of its use are:

- motorized units which are grown from individual crops (potato, maize, sugar beet etc.). However, work on the cultivation of a culture could not provide full employment tractor fleet during the year, so these machines were used in other applications as long as such units worked all year in the animal;

- mechanized units, which serve one or a part of crop rotation, which grew several crops. In this way, a full-time technology for years, but there have been times when the tractor unit to work in other jobs;
- mechanized brigade – the same form as the squad, but is larger in size and served the entire crop rotation or two small rotation. There could be several teams in the household, and they worked in the plant;
- tractor brigade – one created by farming and serving all areas of the company. The land behind it does not tighten. This was especially true of small farms, for example, in Polessie, dominated small towns, and there was a contoured fine land;
- tractor-field, tractor-vegetable-growing, gardening and tractor and other teams. In this case, the tractor drivers on par with workers in manual jobs, those were part of the teams in charge of the harvest technique, use of land, for which they were fixed. Land, means of production and workers were under the unified leadership, which provided better results than the individual in the organization of tractor brigades;
- shop mechanization – in fact repair shops that provide training techniques to work (repair, maintenance etc.). Tractor drivers were part of the other teams (crop, livestock etc.) To obtain the equipment to perform the process steps in the production process, and then return it to the MTS.

At each organizational form of the use of the machine and tractor MTS used various methods of execution. In particular, common in the 30's was the implementation of stand-alone, independent of each other aggregates. Considered more advanced use of tractors and combines group method when working in the same field a few units. This facilitated the process of technical, technological and public service vehicles and people. Common, especially in large farms, has been the method of the individual work packages mechanized units of time (sowing, harvesting etc.). Thus, the organized harvesting and transport units, in its composition had links of different specialization. For example, harvesting crops created links: prepare fields for harvest, harvesting, transporting, cleaning is not part of the grain harvest, post-harvest handling, technical and cultural services. In this case reached the high-performance technology, reduces the time of harvest [*Technocratism... 2006: 57*].

In the study period was the use of progressive tractor fleet thread-guild method. Machinery and machine operators while focused on the performance of the main at the time of the process. Field work was carried out sequentially rather than simultaneously, in a short time, then there is a cycle-by-cycle. Be sure were fixed for two tractor drivers two tractors (general purpose and husbandry), corresponding to loop machines, and sometimes combine. This allowed us to provide a two-shift, and sometimes three-shift work. When using a tractor for two different shifts worked. To work a tractor and other equipment were added (maintenance, minor repairs), which was preparing a special permanent maintenance team.

Higher productivity vehicles promoted by the organization of tractors and combine harvesters by the hour schedule, when established targets for the number of passes or laps in the hour of shift time. Tractor drivers are able to exercise self-control of their work by the hour.

Set out the forms and methods of use of touch technology on a large land area of collective farms, which at that time was an effective use of large equipment, especially tractors and combines. Industry at that time had already started to produce the appropriate agricultural technology, but still not enough. Regarding the harvesting and other equipment, then such farms was better to use the machine and technological stations.

To characterize the level and efficiency of the machine and tractor MTS in the 30's Ukraine applied various measures that could be kind and value. However, more natural indicators were taken into account, which included: a variable daily and annual output to the reference or physical tractor, combine harvester (d. ha), the ratio of intensity of use of tractors and other machines (the ratio of actual output to shift the regulatory), the utilization rate of tractor or other machines (the ratio of the number of parking days in the work to the number of days spent on the farm), shift factor (the ratio of the number of used machine-shifts to the total number of vehicle-days), the rate of technical readiness (operational reliability) tractors and other machines (the ratio of actual workdays machine-days to the possible number of days, taking into account downtime due to technical reasons), the number of used car-parking days or shifts per machine per year, the cost of fuel per hectare of physical or suspended by type of activity.

Summarizing the above, we can say that each of these stages of development of human society technocratic spawned its own type of technocracy, which in turn has been implemented in certain sectors and spheres of existence. In particular, the introduction of new technology in the 30's of the twentieth century. in the field of agriculture has changed the attitude of Ukrainian peasants to the energy space and time, has significantly expanded the scope of intellectual property and the villagers raised to a qualitatively new level of solutions of many agricultural problems, without changing the fundamental assessment of the relation between human and machine intelligence.

Proponents of technical modernization of agriculture in the study period saw a gun technique by which a person must achieve dominance over nature. Tech was seen as a neutral tool, using which people tried to reach goals beyond the control of the tool. Man functioned as the owner, and the technique – as his slave, who used to rule over nature for the benefit of other people. However, the notion of human progress should mean no extinction of other creatures of nature and at the same time emotional numbness and sense of human potentialities, but rather an increase in human identity, is mainly through the expansion of its spirituality, which to a large extent shaped through learning activities, ie directly dependent on the public system, in particular the social processes, which enabled people throughout their lives.

Literature

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Technocratism and fate of Ukrainian villages: Modern Wood decay as system crisis Ukrain sot-syuum: socio-philosophical analysis problems (2006), Kiev.

Abstract

The process of formation of technocratic ideas 30s of the twentieth century, which were implemented in Ukraine in the technical reconstruction of agriculture, the essence of which was to create a network of MTS and their impact on the development of social infrastructure in rural areas.

Key words: technocratic, technical reconstruction of agriculture.