

THE ESSENCE OF THE MODERN TYPE OF SOCIETY IN SOCIO-ECONOMIC TERMS

The peculiarities of modern society in socio-economic terms form a complex and dynamic context that requires adaptation and development of new strategies for sustainable development and solving socio-economic problems. Modern society mainly functions on the basis of market principles, where entrepreneurial activity, private property and competition play an important role. Modern society is characterized by a rapid pace of technological change and innovation. The digital revolution, automation and artificial intelligence are changing economic relations, creating new opportunities and challenges. Lifestyles and socio-cultural values are also changing in modern society. The expansion of the Internet, social networks and mass media has an impact on social relations and communication.

Modernization is the process of transition of a traditional society into a modern one. In the initial period (XVI century), when the process began, the focus was on such questions as: what kind of society is a modern society, or if we mean a type of society that does not yet exist, which will be formed in the future, then what is the modernity that characterizes the present? Societies that existed before the XVI century, as a rule, are called traditional societies [1, p 86]. That is, religious, slave-owning and feudal societies that existed in the historical process before this period are summarized by one common name-traditional society, although in all respects they are different types of society. This generalization is made only within the framework of the modernist paradigm. That is, the modernist paradigm, as it were, identifies the period before the era of modernization. According to this paradigm, development is precisely the process of transition from a traditional society to a modern one. The modernizing society, on the other hand, includes reliance on intelligence, knowledge and science, the implementation of consistent industrialization, increasing labor productivity, increasing the role of management in the economy, ensuring sustainable development, intensification of communications, gradual formation of the world community [1, p. 97].

It is known that social goals, social responsibilities that determine the direction of building a society are usually characterized by public goods and general welfare. That is, the well-being of people and the satisfaction of each person depend on a large number of reasons.

The modernization process is a set of socio-economic measures aimed at increasing economic growth, general well-being, and stimulating the development of human capital. This is not a hardware change or a product update. We are talking about achieving the country's international competitiveness both in large industries and in general in terms of ensuring sustainable development and achieving worthy positions among developed countries. In addition, innovation is the process of forming a modern

model of the economy, the purpose of which is to achieve qualitative changes in society based on new interests, values and priorities [2, p. 136].

The modernization process is mainly interpreted through two prisms:

- 1) Modernization is a purposeful process or a path to a strategic goal.
- 2) The process of modernization is self-development.

The modernization process is systemic and complex and covers all spheres of public life.

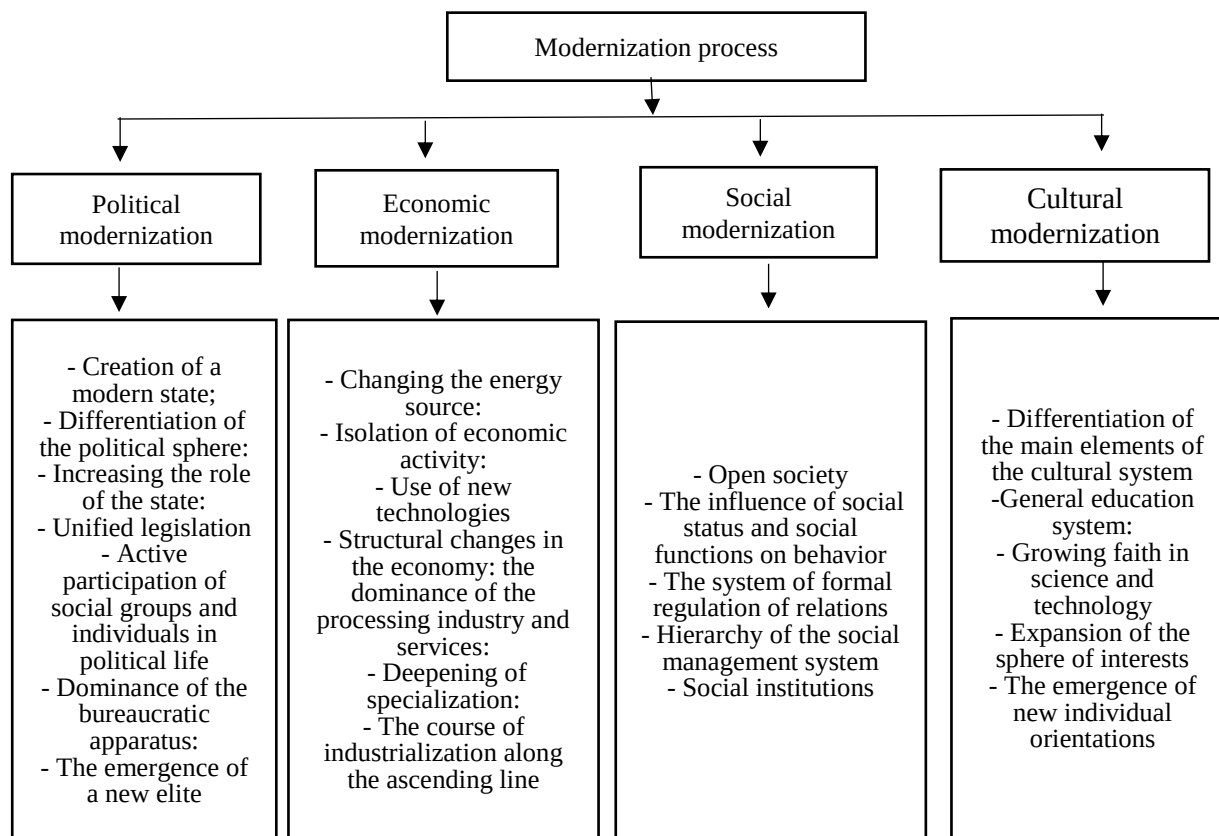


Figure 1. The main types of modernization process

Modernization goes in parallel with the process of industrialization. In other words, modernization manifests itself as a process of industrialization. The classic version is characterized as the first stage of modernization. The second stage is the modernization process, which covers the countries remaining from development. The importance of this aspect lies in the fact that in many cases modern society is replaced by the concept of “industrial society” [4, c 192].

Industrial society is interpreted as the main stage of human development, the type of society that replaced the traditional society, a new stage of development caused by the industrial revolution, etc. An industrial society is a technically and technologically developed type of society in which the process of creating an industrial sector has been completed and independent socio-political structures have been formed that act as a system-forming element in the formation of a large national economy and have become the main leading branches of the national economy.

According to most researchers, an industrial society is a stage or type of economic development of a society in which the technical nature of development and industrial

production prevail, a new historical category, a product of an evolutionary process [6, p. 72].

Industrialism plays a fundamental role in the broader social process-modernism. One of the important issues here is that the process of replacing modernism with postmodernism in the modern world is becoming more and more intense. This change causes a similar renewal on another plane: an industrial society is replaced by a post-industrial one.

Table 1. Comparative assessment of types of industrial and post-industrial society

Signs of comparison	Type of society	
	Industrial society	Post-industrial society
Attitude to a person	Labor force, “economic man”	The central figure of the system
Attitude to the integrity of the system (basic principles)	Identity; Centralization; Compatibility; Unification;	Diversity; Pluralism; Counter-centralization; Fragmentation;
Attitude to freedom	Economic freedom, negative and positive freedom	Human freedom
The main factor of development	Capital	Knowledge
The basic structure of the economy	Industry	Service
Employment structure	Industry – 85% Agricultural sector – 10% Service – 5%	Industry – 30% Agricultural sector – 3% Service – 66%
Attitude to economic time	Modern linear time model: progress	Post-Time model
Attitude to the political system	The dominance of nation States; Formation of civil society; Separation of powers; Legislation, court, execution	Dominance of the global system (network system) ; Disappearance of classes; Universal values.

It should be noted that it is difficult to define a specific chronological boundary between these types of society. Systematic justification of post-industrial values can occur on the basis of the existence of industrialism from this aspect. A “jump” in the process of the mentioned transition is impossible. Even mass “production” of innovations cannot give an impetus to such a leap. At best, the transition to a new qualitative level will be of an enclave nature, which has no way to affect the systematic development.

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