

## ПЛАТФОРМА 1

*Tetiana Goncharuk (Cholach) Doctor of philosophy,  
head of department of philosophy and politogy,  
professor Ternopil National Economic University  
Roman Kusak, student of the group EC-11*

### HISTORICAL EVOLUTION OF MONEY AS A PHENOMENON OF CULTURE AND ITS INFLUENCE ON THE CONTENT OF MENTAL PARADIGMS

According to J. C. Mill, in the social economy there is nothing more unimportant in nature than money. Such an approach could be legitimate for classical economic theory, for which money was a means, a mechanism for the exchange of goods, a form that did not have its own content, but not for modern economic knowledge. After all, money occupies a definite and very important place among other social values, alongside and in interaction with them, and in this aspect they have their own significance, which is not reduced to the function of the equivalent of other things. Money has its own social face, they have a powerful influence on different aspects of social life.

**Probem statement:** the study of money as a socio-cultural phenomenon is relevant in connection with the formation in the modern age of a state of social life, defined by the conception of «financial civilization,» which implies the penetration of the «economic» at all levels of sociocultural existence of man. Study of the consequences of this process in the aspect of socio-philosophical research is relevant.

**Purpose of research:** The purpose of this article is to analyze the historical evolution of money as a phenomenon of culture, its influence on the content of mental paradigms

**Subject of research:** problems caused by the growing role of money in social life

**Object of research:** the transformation of a person from the object of the omnipotence of money to a conscious subject of monetary relations

**Investigation of the problem:**

The sharp increase in the mass of money that penetrates through the channels of its circulation all spheres of a social organism, the transformation into all new phenomena of social reality, which still have no monetary equivalent, quantitative and qualitative increase of monetary standards of welfare turn for a man with increasing dependence, unification, sophistication of social control above all its life manifestations.

According to the research of the American Association of psychologists and psychiatrists, published in January 2007, three quarters of the population of developed countries are experiencing daily stress, which is the main reason for lack of money and time. In the 19-20th centuries, under the influence of monetary mechanisms, profound changes occurred in the traditional social and spiritual structures of Western society. The man was in the world, which questioned fundamental moral values, discredited scientifically grounded development of the world, rational behaviors threaten the loss of spiritual values and her own life reduced to an endless pursuit of money.

Today it is necessary to speak not only about the financial crisis, but also about the crisis of the spiritual, the moral, and it is it that generates financial. Therefore, it is extremely important to talk about the importance of economic factors in human life: wealth, money, material well-being and poverty. For today's economic science, a major problem is that money as a reflection of human behavior has ceased to be a simple measure of the value of goods, an intermediary in exchange, but turned into a commercial instrument that got away from real production, the real needs of people: money makes money.

Most «ordinary» people simply do not understand how this happens, how to use financial instruments, so the problem of financial literacy of the population is acute. Otherwise, simply do not avoid the fraud in the financial sector of depositors who lost their funds, the fraud of the «financial pyramids.» And the question arises: why and for whom benefit? How much the material benefit obtained in this way is in our lives?

We must see the link between economic welfare and human dignity. But in fact, only what is acquired by own work is appreciated, and it is very desirable that the results should not be wasted: not for unnecessary amusements, but for useful things.

Being rich is not a sin, not a blame, but the ability to be rich is absolutely necessary. This skill often does not exist in those Ukrainians who have gained enormous wealth over the last twenty years, so often wise people call them a specific word - «quickly-rich «. To be rich is a great art, because it means to be able to use these riches for the good of our neighbors. Do not measure yourself and other people with material benefits, because this is a path leading to the abyss. In fact, a rich person (including money) - this is a person brought up, she primarily cares about growing spiritually. «Quickly-rich « are also distinguished by the fact that they look at the poor not as relatives in need of help, but at the losers that do not deserve sympathy. It's a big mistake to think that it's easier to manage the poor ones.

In fact, the long-term health of the economy can only be achieved if the prosperity situation is developed in the country, and this requires a middle class. The situation of total poverty is a threat to social protest and upheaval. Although Ukrainians are an extremely tolerant nation, it is certain that people are acutely lacking in justice in their lives - especially in the economic sphere.

Under conditions when the spiritual goals are lost in society, the Church can play an important role in shaping the culture of wealth. Although this mission is not easy, ««quickly-rich « often do not want to listen to the word of God, for them it seems like a dangerous requirement «to share with your neighbors.» The desire to help people, charity, ability to do it in appropriate ways - all this needs to be developed, but it is a long process of learning.

Thus, the analysis conducted entails the **conclusion:** the social nature of money is manifested in the fact that during the historical progress of mankind, they increasingly identify and provide human freedom, thereby revealing its significance as one of the leading civilizational factors. In the Ukrainian society, transformational processes are continuing, which are controversial and inconsistent. In this context, the problem of mutual influence of the development of the financial and economic sphere and the formation of national-cultural identity, which is accompanied by its deep crisis, is actual. Money becomes not only a universal means of realizing social connections, which is characteristic of any developed social relations, but also a criterion for socio-economic assessments, which is especially important for changing relations, a system of values, vital priorities that would enable Ukraine to move on the path effective social and economic development and strengthening of state sovereignty.

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