THE ROLE OF ECOLOGICAL CULTURE AS AN INDICATOR OF SUSTAINABLE DEVELOPMENT OF RELATIONS BETWEEN SOCIETY AND NATURE

Nataliia Ridei, Doctor of Pedagogical Sciences
Prof., Yuliya Rybalko, PhD in Pedagogical Sciences
Yuliya Kycherenko, graduate student
Svitlana Palamarchuk, PhD in Agricultural Sciences
Denis Shofolov, PhD in Pedagogical Sciences
National University of Life and Environmental Sciences of Ukraine, Ukraine

Abstract
The paper explores pedagogical, psychological, philosophical, social, cultural and scientific sources, the approaches to modern interpretations of ecological culture and cultural ecology, also the culture of transformative processes in the relationship between society and nature is studied, subsystem of ecological culture is determined, and internal and external processes of their interaction are also exposed.

Keywords: Ecological culture, education, ecological awareness

Introduction:
Modern ecologization of culture has ideological humanistic paradigm implications, based on straight anthropocentrism, already exhausted and in need of revision. Men must realize their place as the part of natural space and realize own creative role in maintaining natural balance. This awareness creates a new ideological paradigm – ecologically centrist value system, organized social development objectives of maintaining nature, providing the public an opportunity to successfully meet the challenges of preserving nature and the environment in a condition suitable for life.

Russian scientist A. Margaryan claimed that the general culture, on the one hand is the result of the relationship between man and nature, on the other hand - level of development depends on such an important occasion for us, as the methods and forms of human interaction with environment. Within the general culture he identifies three subsystems: natural and ecological, reflecting the adaptation of society to the biophysical environment, social and ecological, which reflects the procedure of relations between different elements of society, social and regulatory directed to maintain their own social system as a whole, which explains place in the structure of ecological culture of contemporary culture.

However, the diversity of conceptual and categorical apparatus of ecological culture- logical relationships between society and nature, needs refinement, and installation processes characteristics of interaction between subsystems.

Main Text:
Previously isolated parts underlining process. Purpose is to establish the role of culture in forming ecological consciousness of society as a prerequisite for sustainable development.

Objective is to analyze pedagogical, psychological, philosophical, social, cultural and scientific sources to identify approaches to modern interpretations of ecological culture and cultural ecology, study transformative processes cultures in the relationship between society
and nature, to isolate subsystems of ecological culture (interaction of education, science, education, and ethics).

**Research methods** are cultural and educational.

**Analysis of recent publications.** The term "ecological culture" emerged relatively recently - in the 20-th ("cultural ecology" and "ecological culture" in J. Steward). Contents of this concept in the interpretation of various authors have a fairly wide margin. Dictionary definition takes "Ecological Culture - a set of norms, beliefs and attitudes that characterize the attitude of the society, its public groups and individuals to nature".

In some cases, a special ecological culture is inherent in "ecological community" (Brotherhood) (C. Zabyelin, 1998; B. Vernadskyy, 2001), while others speak of "ecological vanguard" of society (L. Milbrath, 1984; O. Yanytsky, 1996). It is formed as a type of cultural reflection that occurs in the era of modernization and growth of population notions (M. Douglas, A. Wildavsky, 1982; M. Douglas, 1992; R. Murphy, 1997) as a specific type of protest culture that occurs at the intersection growing expectations in the words democracy and reducing the direct ecological quality accommodation of million people (A. Touraine et al., 1983; A. Vari, P. Tamas, 1993; A. Temkina, 1997) as a specific slice of human culture, the determining dominant mode of production, such as the element that limits the appetite of agents of the capitalist market (R. Dickens, 1992). Ecological culture is treated as well as a specific kind of ethics, moral imperative or system commands (E. Partridge, 1981; V. Boreyko, 1999; V. Boreyko, N. Morohin, 2001).

As a type of human, ecological culture inherited from its relationship with the environment that promotes healthy lifestyles, sustainable socio-economic development, ecological security of the country and every individual. It is also a means of self-essential powers of man in a specific environment.

**The main research material.** In modern economic literature there are two basic approaches to the consideration of ecological culture of society that do not contradict each other, but are complementary. In ecological culture of the society it can be approached from an ecological and cultural aspects, that it can be studied as a culture of ecological activities and how ecological aspect of culture. In the first case, the ecological culture of a society is defined as the configuration of all the results, which reached society in the preservation and restoration of the natural environment of its existence. The second, and when it comes to the ecological aspect of culture, there are means of overcoming the historically emerging forms of hazardous ecological changes caused by subject-transforming human activities.

Ecological Culture of Society serves primarily as a qualitative characteristic of social and natural interaction in terms of modern ecological requirements, which include not just a set of techniques of nature, not just the main types of human relationship with nature: object-practical, artistic and practical, spiritual and practical, but the extent of their compliance with science-based standards and requirements of general and social environment. It should be emphasized that the ecological culture methods designed to characterize the interaction between society not only with nature but also with social and historical environment, i.e. the environment in the broadest sense. This idea is similar to A. Peccei ideas that are worth being engaged in research opportunities to achieve a society that would be developed, it was dynamic, was "the optimal or suboptimal equilibrium with both its external and internal ecological factors. Of course, such a society that is in harmony with nature and with ourselves, perhaps our only remote, long-term goal, but such is carefully studied and prepared today".

Cultural ecology - a school of philosophy, founded by the American neo-evolutionists L. White and J. Steward in the middle of the twentieth century. They substantiate its priority scientific positions, namely: 1) cultural development is by increasing the efficiency of use of natural resources, and this in turn leads to an increase in population, productivity and economic specialization, and 2) the evolution of culture is determined by the need to adapt to
the natural environment, societies that are similar to natural conditions and at approximately the same level of technological development, evolving in this way, even if they are geographically located far from each other and not in contact with each other, and 3) the genesis of cultural forms arises from the relationship between the natural environment and level of technological dynamics of society.

Cultural ecology studies the characteristic of a particular society cultural traits that have arisen in the process of adaptation to natural environment the ratio of habitats and technology inherent in a particular culture, especially the use of public food and other natural resources; behaviors related to technology development of natural resources and the impact on other aspects of the first culture specific adaptation to each other the different parts of culture. Seeks to explain the origin of cross-cultural differences and general laws applicable to any situation of cultural and natural interaction, as well as to answer the question, whether societies requires adaptation to the environment develop specific behaviors or consolidation has enough inherent cultural traits.

Among the various forms of culture one of the leading places in our time takes its protected form. To paraphrase Oswald Shpenhera, we can say that the ecological culture is a person's ability to live life to experience the world, to try and adjust it to yourself, your needs should meet the structure of the environment. In other words, ecological culture is targeting human activity (including the impact of such activities) aimed at organizing and transformation of the natural world (objects and processes) to suit your needs and intentions.

Ecological culture is considered as: 1) Historically, a certain level of social development, creative powers and abilities, expressed in forms and types of life and created human values, which is characterized by a profound and general awareness of ecological issues in the dynamics of humanity, 2) Ecosphere society that includes relevant ecological needs, attitudes and institutions, and 3) use of the environment on the basis of knowledge of the natural laws of the biosphere including immediate and long-term effects of nature changes under the influence of human activities. Cultural ecology as an integral part of human culture, developed on the basis of professional ecological education, public awareness and education ecosystem thinking that view of nature as an integrated planetary living shell of the Earth, consisting of a self-regulating ecosystem. Maintaining unity and maximum productivity latter promotes conservation and sustainable use of the entire biosphere.

Cultural ecology is based on the best humanistic and cultural traditions. It creates eco-humane, benevolent, and that is respect for all life forms and conditions that it provides.

Ecological culture is aimed, on the one hand, at the liberation of man from natural rigid determination, and the other - to harmonize the relationship between society and the surrounding natural environment. As already noted, the culture in general, inherently, is ecological in nature, as ecological culture can be defined as a program, materialized in the activities on which an ecological building its historically specific process of interaction with nature. M. Tarasenko in his "Nature. Techniques. Culture" research work interpreting ecological culture as a kind of ideological "image of the world", which reflected a state of social and natural relationships that characterizes their harmonious unity, efficient human exploration of the natural and social reality and strengthening this course of their own individual identity.

Some scholars characterize the ecological culture in the presence of ideological values concerning nature, diverse in depth knowledge of the environment (natural and social), acquired skills and experience during solving ecological problems (especially at local and local levels), ecological style of thinking and responsible attitude to nature and their health; direct participation in ecological activities; anticipation of possible adverse effects NATURAL transforming activity. Ecological culture must be always in the mind, it should be a behavior of the individual.
The fundamental principle of ecological culture can be considered under the principle of social and natural within a single system. Establishment of compliance in all spheres of public life contributes, on the one hand, the ecological and the other - the harmonization of the social system. Ecological culture expresses as the development of the subject transforming nature activities under the social and natural components as a single system. It also contributes to the harmonization of relations between society and nature and formation of a new type of person - a person age noosphere, as well as acting regulator of ecological performance. The specificity of functioning of this activity stems from the fact that it permeates all components of culture and seeks to harmonize the social and natural relations. Ecological culture is a kind of "code of conduct" that underlies ecological - activity and behavior. It includes a cross-section of the public to the method of self-realization man himself in nature, cultural traditions, experience, moral feelings and moral assessment of man's relationship to nature.

The content, ecological culture is set of knowledge, norms, stereotypes and "rules of conduct" man in the surrounding natural world. Although the phenomenon of ecological culture is the property of the XX century, the ecological component of culture can be argued from the very beginning of the appearance of man. This component is manifested as a set of specific rules ecologically, "prohibitions" and "permits".

The functions of ecological culture may also include: educational - the formation of certain behavior on the nature of both individuals and society as a whole; predictive - creating opportunities predicting the effects of human activity, the results of the transformation of nature, regulatory - management of society's attitude to nature in the business.

However, the main feature of ecological culture is expressed in its purpose - of relations between society and nature so that it takes into account the practical needs of society and the "desire" of nature to maintain the stability of its own normality and thus preserve the conditions for the existence and development of mankind.

The structure of ecological culture apart from conservative analysis and creative components can be considered similar to the structure of ecological consciousness: individual and mass, domestic and theoretical. In the ecological culture of the individual there is a process display of personal expression of era ecological consciousness, scilicet ecological world view point of the individual is emerging in the process of mastering the skills of practice concerning nature. Ecological culture is the subject of the transformation of nature in a culture of social and cultural identity. Merging these two types of culture - group and individual - is the formation of a coherent ecological culture historical period.

Cultural transformative processes concerning relations of nature and society depend on eco-social, socio-ecological, natural and ecological, social and regulatory factors that may serve as indicators of transformation and change of ecological culture or cultural ecology as social phenomena.

The measure of ecological culture is the ecological ethics. Focusing on the problems of the biosphere, all living things, it creates the preconditions of actions aimed at the conservation and development of human and natural life. In ecological ethics in the field of moral relations but relations have traditionally considered "human -human", " human - society" also included a number of relations "human - nature."

The main property, ecological ethics related to priority concern for the natural living conditions of future generations. Forecasting the future involves taking care of the present and distinguishes ecological ethics from the traditional areas of ethics.

Summary of ecological ethics provide a suggestion of the need for these requirements: the rejection of any action that can undermine the possibility of the existence of future generations to generations degree of responsibility in making decisions regarding the status and development of the environment, to avoid possible negative impacts of current interest generations that can harm the interests of future generations.
However, these aspects of ecological ethics, designed to ensure the harmonization of the interaction between man and nature, and could be implemented if they permeate nearly cover a variety of areas of human activity, including education, politics and others. Only in this case ethics, rich ecological sense, does not remain wishful thinking and will bring the emergence of a new ecological society.

An ecological ethics is increasingly important for humanity as a separate and distinct element of the spiritual culture of each individual. Without adherence to ecological ethics there is no ecologically correct regulation of the relationship of nature and humanity which embraces ecological culture of man. The basis of ecological ethics is ecological thinking and philosophy, which are formed in the process of ecological education and education.

Thus, ecological culture is a survival ethic and moral imperative of ecological commandments for society as a whole and the individual in particular. It provides support through the process of the formation of ecological world view of every human, his/her self-improvement (change the inner nature of the individual) as ecologically conscious, and ecological social attitude towards nature.

Ecological culture, education and training are categories that reflect stages in the formation of a human being. Knowledge systems aimed at mastering the theory and practice of general ecology, presented ecological education, including elements of geographical, bio-medical, geo-chemical, socio-economic and technical disciplines. Ecological education in the process of identity formation is by influencing the mind to develop social attitudes and active citizenship. And ecological culture as part of general culture, characterized by a deep understanding of the importance of generalizing and ecological problems in the future development of mankind.

Ecological upbring is the formation of human conscious perception of the environment, a sense of personal responsibility for social activities that are somehow connected with the transformation of the environment, the need for certainty careful attitude to nature, wise use of resources.

Ecological upbring is achieved in stages by solving educational, educational and developmental knowledge, among which are the following: education understanding contemporary ecological issues and awareness of their importance for mankind, the country's own worldview and paintings of his native land, the development of personal responsibility for the environment at the national and global levels; absorption values as the best achievement of universal and national cultures, multifaceted understanding of the value of nature, mastering scientific knowledge about the relationship of the "man-society-nature" build knowledge and skills of a research nature, aimed at developing the creative and business activity in addressing complex ecological and crisis situations develop skills to make responsible decisions about ecological issues, mastering ecologically literate norms of behavior.

Methodological principles of ecological upbring is the principle of co-evolution (from lat. co (n) - together; evolutio - deployment). Humanity to ensure their future is properly changing the characteristics of the biosphere. But we should change also human needs in such a way that they meet the requirements of their nature. The imperative here is that the nature of man can not exist without nature and man - no. Therefore, social development, including the development of productive forces, must be carried out in such a way as to save the phenomenon of intelligent life.

Ecological upbring is a systematic educational activity for the development of ecological culture. The ecological education involves forming abilities - to analyze natural phenomena, careful attitude to her wealth as an extremely important habitat for humans.

The main objectives of ecological upbring are the accumulation in the human ecological knowledge, a love for nature, the desire to protect and increase its wealth and development of skills in ecological activities.
Summary of Ecological upbringing provides disclosure of the nature of the natural world - habitat man who should be interested in preserving its integrity, purity, harmony. The individual must be able to interpret ecological phenomena and intelligently interact with nature. The aesthetic approach to nature contributes to a sense of moral obligation and responsibility for maintaining it, leads to ecological performance.

Thus, ecological upbringing is provided during the process of forming aesthetic ecological beliefs, motivation, encouragement, encouraging ecosystem noospherical thinking, consciousness, ecological responsibility and compassion, ecological behavior motivation; eco-human attitude to living and ecological lifestyle.

Ecological upbringing should form a culture of ecological rights, which is characterized by diverse and deep knowledge of the environment (natural and social) ecological way of thinking, providing a responsible attitude towards nature and the health, availability of skills and experience in solving ecological problems (especially on locally), direct participation in ecological work and the ability to anticipate the possible negative effects of nature transforming activity.

Ways of increasing ecological youth culture and effectiveness of ecological education are:

- to content development of continuous ecological education for all age groups younger generation, spread ecological issues within the framework of certain objects, and by establishing intra and inter-subject relationship;
- to create educational institutions with appropriate educational and material resources: nooks of nature, nature preserving etc.
- to improve the forms and methods of ecological education and active involvement of students to the nature of work;
- to form motifs responsible attitude to nature, increase its wealth.

The primary means of ecological culture is designed to be a deliberate system of ecological education.

Ecological education - education of ecological philosophy, it means understanding the fact of the close relationship of human existence with ecological processes in nature. Such education should be ensured through continuous multistage ecological education and promotion. It can be noted that in Ukraine is growing interest in ecological education and training, there is a scientific and methodological base is actively seeking forms and methods of education and training for different age groups and professional groups. Fundamentals of ecological culture should be formed from childhood, when laid ideological orientations person. Therefore, creating a positive stereotype of nature plays an important role in family and preschool educational institutions.

The main goal of ecological education is responsible attitude training towards nature.

Ecological education refers to a continuous process of learning, training and development, aimed at fostering the overall ecological culture of ecological responsibility for the fate of their country and loved ones, the planet and the entire universe. It is considered one of the main factors of becoming a harmonious society and a means of improving the efficient organization of production, consumption, biosphere by its possibilities. Educational education is considered as a system of knowledge about global living conditions living, complex educational and pedagogical activities in order to create ecological awareness and motivation on the basis of the relevant activities. Feature of the organization is to educate all populations of different social groups for understanding the causes of global ecological changes in the environment and ways to overcome them.

Ecologization of the education system - a penetration trend characteristic of ecological ideas, concepts, principles, approaches in other disciplines, as well as the preparation of ecologically literate specialists of various profiles.
Ecologization knowledge means systematic, holistic understanding of scientific facts, theoretical generalizations, concepts, rules, laws, opinions, skills review and understand the relationship that exists between different phenomena and patterns of relationships in the world around us, and to identify a system of knowledge that would was intended to teach and educate ecologically literate professionals.

Ecologization science today is interpreted as a tendency of penetration of ecological concepts in modern system of natural, technical and humanitarian sciences. There are three levels of it: inner-disciplinary - integration of ecological concepts within a particular field of science, inter-disciplinary - formation specifically and ecological sectors; problematic - the integration of different fields of modern scientific knowledge to solve local- regional and global ecological problems.

Ecological education trinity, cultural education involves their sequential interrelated development. Each of these components is assigned to him «ecological niche» and the formation can be considered targeted if the current implementation of educational and pedagogical eco-cultural challenges.

Ecological education, education and education is the key and the social mechanism of regulation of the formation of ecological culture as an indicator of sustainability in the development of relations between society and nature. This mechanism is implemented with the support and software development processes (educational), namely primary, basic and professional training in ecology, ecological courses, training programs and ecological content update current academic (education and research) space, modern research methodologies that ecologization branches of science and knowledge, the development of ecological science, sustainability of modern scientific examination of trends and results of their development, science-based ecological regulation and foresight of transformative activities.

Generalizing the concept, ecological culture should be understood as an integrated system that combines: ecological knowledge, ecological thinking, culture, behavior, culture, eco-justified behavior, characterized by the degree of transformation of ecological knowledge, thought, culture, feelings daily rate behavior.

The main specific feature of ecological culture is that it is not formed spontaneously and there by creating conditions conducive to the deployment of its principles and specific activity - ecological education. The level of ecological culture of humanity, especially youth, who owns the future depends on solving the problem of global ecological crisis, preserves natural conditions of existence of civilization.

The specificity of ecological education is to form a coherent ideological formation to super-system "society–nature", based on the active participation of the individual in its development.

The basic principles of ecological education are the principles: material unity of the world, local history, the principle of comprehensiveness, continuity, patriotism and so on. The guiding principle of ecological education and education should be "think globally - act locally”.

The object culture producing influence is nature, natural essence of the man himself. The defining feature of culture is the desire to overcome Homo sapiens "spontaneous" origin in itself, in the outside world and put it to the service itself, which naturally realized through human relationship with the natural environment, the interaction of human culture with the "divine" nature.

At present the theoretical background and practical solving urgent problems of human relations with the environment is increasingly associated with the transition to the noosphere, or information-constructivist nature.

Development of ecological consciousness in the modern era, according to many scientists, is in four main areas:
• Research - resulting in an effort to put into practice the available theoretical and practical knowledge about the existing relationships in the natural world, about how to avoid irregularities during the production of human activity;
• Economic - is reflected in the perceiving of an economic weakness of industrial activity that destroys the surrounding human environment;
• Cultural - manifested in an effort to preserve the environment as part of the cultural environment;
• Political - is an expression of the desire of people to create living conditions, appropriate dignity.

The subject of display ecological consciousness in the modern era are the relationships and linkages between environment and society as a sub-unified whole object implemented in a complex social relationships associated with the implementation of optimization of "society-nature".

At the present stage of social and natural relations are functional and structural changes in social consciousness which reflects global-ecological situation. On the one hand, there is the ecologization of public consciousness arises and develops its new state, which is expressed in mass distribution and increasing social importance of social and ecological issues in the minds of the subjects of ecological performance. On the other hand, is formed as a new ecological consciousness, relatively independent form of social consciousness, which is typical for a way to display and synthesized complex regulatory relationships in the "society-nature."

Ecological awareness - the process knowledge of the laws of nature and the integrity of the system of laws that define the interaction between society and nature that should be taken into account in the way of social development and global management of natural ingredients. It helps overcome the utilitarian and pragmatic attitude to ecological protection, removal man-centrist traditional philosophical systems, overcoming, finally, the global ecological crisis.

The most peculiar feature of ecological awareness can be determined that it can not be limited only preliminary practices, the theoretical constructs and conceptual apparatus of individual sciences as their orientation to the study of particular phenomena of nature and being of society contradicts the main task - to capture a single unit of knowledge qualitatively dissimilar phenomena.

In essence, determining an ecological awareness should also be considered and its structuring also, which can be presented in different levels and forms.

By epistemological criterion in ecological consciousness out the following levels:
1) Routine ecological consciousness, which reflects daily life, its direct interaction with the surrounding natural environment;
2) Specialized (theoretical) ecological consciousness that includes much of the scientific ecological knowledge, which is a reflection of the mass consciousness.

The first is driven by knowledge of the features of relations between society and nature, which are in an ad hoc manner and put into practice and reflected in the immediate being of people. Second level is rebuilt by means of specialized, theoretical form of the relationship of society and nature. This level of consciousness is based on the achievements of social ecology as a science, it is reflected through the knowledge of the nature, patterns and trends of relationships in the "society-nature".

Ecological awareness is inherent to such forms of media:
1) Individual ecological consciousness, i.e. a set of ideas, experiences, characteristics of interaction between society and nature inherent in each single individual, expressing its uniqueness, can be residential as well as specialized, theoretical level;
2) Massive ecological consciousness - displays a typical public or a large social group presentation about the features of relationships in the "society-nature "; although it is not the
arithmetic mean of individual ecological awareness of all members of society or a social
group, but expressing dominant, dominant views. Usually, it is not inherent in the theoretical
level.

In the case of ecological consciousness is a break in the prevailing social perceptions of
characteristics of interaction with the surrounding natural environment through personal
experience and knowledge of the individual.

Bold among the forms of social consciousness so special as ecological, conditioned
also by the features that it plays in the life of society: regulatory - to ensure the availability of
certain mechanisms of thinking rational relationship management society and nature,
cognitive – ascertaining of socio-natural relations of the nature, global causes of ecological
crisis and finding ways to address it in the interest of both the man and nature, normative -
development, based on realizing patterns of "society-nature " system development, norms of
rational nature change ability, predictive - predicting the possible negative effects of
economic activity and the search for means of minimization or even complete avoidance,
educational - to provide a framework for the formation of ecological culture of responsibility
and behavior as individuals and society as a whole; worldview - the harmonization objectives
of economic and social development of the "requirements" of nature, learning society and the
individual eco-compatible content meaning of life.

Ecological consciousness also performs an important social and political function. As
famous Yugoslav sociologist D. Markovich stressed, it is an important element of self-
society, enhance the position of citizens in matters of nature and preservation of optimal fit
and healthy environment.

The main function of ecological awareness is to harmonize the relationship of social
and natural systems to prevent global ecological collapse and solving global ecological
problems.

Conclusion:

Summing up we can conclude that ecological consciousness is a form of social
consciousness, which is still under development and includes a set of ideas, theories, beliefs,
motivations, reflecting the ecological aspects of social life, such as: the real practice of
relations between humans and the environment her life between society and nature, including
a set of regulatory principles and rules of conduct aimed at achieving an optimal state of
"society -nature." However, by itself the presence of ecological awareness is not sufficient to
ensure that material conditions have become the key to converting the potential elimination of
the global ecological crisis in convincing fact. Having some knowledge, ideas, does not
guarantee appropriate behavior. Ecological behavior is impossible without ecological culture
(in the sub - natural ecological, social and ecological, social and regulatory) and the
ecological responsibility society in shaping eco-centric paradigm of sustainability.

References:

Ye.Yefimova Ecology Culture: Problems of Formation. - Moscow: State. Enterprise "
Scientific and Technical Centre for Security in industry of Russia State Techn.Mining
V.Kryshachenko, M. KhylkoI Ecology. Culture. Politics: Conceptual Frameworks of
Development. - K. "Znannia Ukrainy ", 2002. – 598p


