Andrzej Chodubski*

SOCIAL POLICY IN FACT OF CONTEMPORARY GLOBAL PROCESSES

ABSTRACT

In reflection summary it can be stated that social policy is both a possibility and a barrier in the development of a new corporate culture-civilization, referred to as globalization. Main forces shaping the new global reality, and the face of social policy are: technical and scientific progress, international laws and education focused on raising awareness of global change. Quick pace of civilization reveals an inability to adapt to a wide range of society the realities of the world of IT and information, and consequently the phenomenon of exclusion and widening of social pathologies. The image shaping social policy sets out the special role of participatory unit. The implementation of the project of European integration reveals a large gap between the assumptions and practice of social life. Standards of social policy remain in the realm of vision, a declaration of hope, the boundaries between the real world and virtual information and disinformation and manipulation. An important role in this regard play the media, which in its action shall submit to the effectiveness of the delivering authentic information about contemporary social realities and social policy pursued in its various structural dimensions.

Keywords: social policy, global processes, globalization

* University of Gdansk.
The processes of cultural and civilizational referred to as globalization generate next to the new reality of ecological, economic, a new strategy of social life. Generally departs from the model of patriarchal cultural solutions for participate units. In this situation, the new model is as a man, a member of the global community of citizens (Chodubski, 2009). An important challenge is the development of a new awareness of cultural and civilizational. Awareness is an important force influencing the actual shape of human development. She also forms the image of social policy in different spatial dimensions (Auleytner, 2012; Chodubski, 2013d).

Social policy is variously understood and defined (Głąbicka, 2013, p. 24–26). Currently on European soil, and in the Polish perceived collectivist, and in the understanding of the Anglo-Saxon is aimed at satisfying the needs of the individual. Moreover, the observed realization of different models of social policy in the individual countries. In the field of institutional commonly shows up on such values as freedom, equality, justice, human dignity. In terms of this taken into account, above all spheres of social life such as: 1. Shaping the social order, 2. Employment, 3. Education, 4. Housing Needs, 5. Health Care and the environment, 6. Social Security, 7. Consumption, 8. spatial mobility, communication and connectivity, 9. culture, sports, recreation and leisure, 10. Prevention of phenomena and processes of social pathology. Social policy is revealed as: a) the practice of cultural-civilizational life, b) area of scientific inquiry. This practice involves the conduct of current protective measures, preventing the formation of social risks, as well as raising the level of socio-ontological, cultural and civilizational people. Significant in this regard is to develop strategies, action programs aimed at solving specific social challenges.

Appointment of scientific social policy includes primarily, 1. defining the essence, task and appointment of social policy, perceived at a particular time and space, 2. elaboration of methodology for recognition of reality, in a range of social policy, including perceived in the process of cultural transformation civilization, and the remaining in the course of becoming, 3. the building of a theoretical framework (theory) social space, referred to as social policy, 4. Detection revealing patterns and peculiarities in the development of social life (place themselves in the field of social policy); detecting phenomena and processes that generate social policy, and this
in fact is becoming, heritage of the past, 5. analysis of social policy in the context of the challenges of the present and the future, 6. Recognizing social and political consciousness in the context of the completion of social policy and its improvement, 7. Assessment usually a comparative implementation of the forms, scope, specific needs of the various cells of social policy, 8. developing a solution scenarios for the development of social policy, often in terms of their use in the practice of cultural-civilizational, 9. Shaping awareness through publications (research findings) on the condition of phenomena and processes locating the cultural life in the field of social policy, 10. Revealing forecasting the development trend of social reality situate in the space of social policy (Chodubski, 2013b, pp. 22–24).

The socio-political consciousness of contemporary politics duties impose servitude state and its institutions to man as an individual and human communities operating in different structures of the organizations socio-political life. These are mentioned in particular: 1. Empowerment of each unit and to guarantee its right to realize human dignity, 2. Guaranteeing decent cultural life, including universal compliance with the principles of interpersonal relations, 3. Ensuring every human community basic standards and cultural opportunities, opportunities to meet basic social needs, 5 Guaranteeing security of society. The vocation awareness of social policy is to prevent the phenomena of poverty, exclusion, unemployment, social pathologies and other threats to civilization, including which becomes evident in the labor market, in the sphere of social security, guaranteeing health care, education (Piątek, 2012, pp. 90–91).

Often social policy identifies with state policy, which aims at solving social issues. Moreover, social policy in the most general sense, is the process of distribution and services according to certain normative assumptions referred to as “social justice.”

In addition to the state, which sets the task of shaping the life of society, social relations and the social structure of important actors realize them are: government, NGOs, trade unions, institutions specialized in the specific benefits of social services, workshops, and informal groups and individuals. These entities use legal measures, economic, informational, guided by the challenge to meet the needs of wide layers of the population, specific social needs.
Contemporary social policy is generated in large measure by the phenomenon i.e. globalization (Chodubski, 2011; 2013). These phenomena are defined differently. Most, however, globalization is understood as market liberalization and trade in the global level and the appropriate ways to manage them, the privatization of public goods and national, as well as the appropriate tax policy strategy aimed at triggering economic initiatives. Its effectiveness depends on the proper preparation of citizens, which comes to function under conditions determined turbo-capitalism. In this situation, a particular challenge is the development of global consciousness transformation, especially in the context of tendency. In the newly emerging cultural reality is valued above all the people who doing their job, a job which is the basis for their livelihood and source of income, which, without prejudice move in cyberspace have PDA phone, the Internet, without a computer, e-mail, that is, those for which “The world is small”, because in all circumstances, can reach every corner of his not moving that “stationary” jobs and resolve any problems within the scope of their professional activities and duties. Globalization, however, also reveals that afflict humanity issues, including the traditional area of social policy, which cannot solve by yourself. It reveals the disintegration and loosening of social ties. It is noted that people are surprised by an increasing pace of change. It reveals a still greater influx of novelty, variation and diversity. Are forced to change the place of residence, work, car, household equipment, coils closest people. Life forces them to continuously make choices from a wider range of goods and a few dozen or even a hundred kinds of perfumes, soaps, honey, cheese, cars. Select also have one of the many promoted lifestyles and value systems. Making choices is becoming increasingly difficult and forces you to acquire new information. This situation raises tension, stress and often evokes so. Future shock. Notes that reveals the process of “centrifugation” people who cannot adapt to the requirements of the emerging global society. In this reality, they seek refuge in domestic life among minority groups, subcultures, religious sects, etc. The uncertainty of tomorrow and globalization cause extreme stress attitude. Following the return of tribalism – operate in small communities, often referred to as pathological (eg homeless people). Disclosed at the same time increasing the anonymity of cultural life and the emotional order replaces the previ-

In shaping the globalization processes in the area of social policy special role to the media (Pastusiak, 2005, p. 9). They are used for educational purposes, the transmission patterns of cultural, entertainment, transmission and dissemination of news and opinion, as well as being used to persuade people to their decisions and actions of leaders (dictators) in public life, manipulation, public opinion. It is noted that the means of mass communication can create heroes or discredit them. Media have a huge impact on the awareness, attitudes, social behavior. It is noted that they are becoming the modern agora, where people gather and comment on current events, but at the same time become more lonely and misunderstood. More and faster flow of information and increasing its coverage causes weakness and disintegration of power. It is noted that the knowledge is lost of information. People lose their own individual character, submitting to the created idols and practiced their lifestyles, attitudes, values. Increasingly, people are not able to be exponents of their sentence, and are mimetic generated by marketing and advertising. Media as a “creator of the popular imagination” create usually picture people “ordinary”, who become idols, authorities recipients. They create patterns of personality, define fashion trends play an important role in the shaping of policy, including social policy. They are also dependent on finance; notes that “whoever has the authority, this is the media,” as also “who has the media has the power.”

In the emerging global reality reveals the triumph of youth. Youth and assigned its freshness and dynamism build a contemporary image of the media and moral canon (Chodubski, 2014). Young people as journalists take the important challenges in terms of information, translation and explanation of the facts of reality (Chodubski, 2012). Often orient themselves on practicing so. investigative journalism. The desire to reveal the don robes prosecutors, judges and sentencing, from which no appeal. Do not try to recognize the fact, including the activities of the people who create and orient themselves to formulate their bold vision, imagination. It is noted at this, the fact that young people are characterized by the availability and cheapness to the interests of publishers. In this case in the media world becomes visible not by authentic images, often conceived
by young journalists. Blurred in this respect the boundary between truth and falsehood, reality and spectacle, information and disinformation, manipulation, morality and efficiency, the truth and usability, etc.

The phenomenon of globalization reveal his face with great force on the open market, which constantly uses the expansion of information technology and micro causes displacement of traditional social values, which often raises an objection, especially the people who hold significant achievements in social work, economic, political, having a sense of compromising their life achievements and the lack of prospects in life and threats to its stability. The organized demonstrations (eg, Davos, Prague, Nice, Genoa, Seattle) say that globalization: a) impoverishes human life, detaches it from the traditions and roots, b) contribute to the destruction of the natural environment, c) threatens the freedom of individual and social, and political and even religious. Activist these are referred to as anti-globalists. They use the Internet in their communication links, the global telecommunications network and various devices and instruments for globalization. They recognize the value of universal provision of the Universal Declaration of Human Rights, the recognition of all existing contracts socio-political. Behind the main actors causing lowering of the standard of living of people recognize the World Bank, the International Monetary Fund, the World Trade Organization and various global corporations and supranational institutions whose aim is to represent the interests of the whole of the globe.

Among the consequences of globalization points to the growing phenomenon of exclusion and marginalization of various groups, nations, states, increase the size of unemployment, reduce many social groups to knowledge, to various forms of culture.

In the process of establishing a new globalization shapes the identity of individuals and human communities, which appear in different contexts of cultural life. Departs from the traditional cell, ie a) the identification of the roots of spatial and cultural origin, b) the disclosure of present values, attitudes, behaviors, aspirations, c) orientation on long-term strategy, tactics and program of action. In a new identity and essential cell of cultural identity are: a) the desire to achieve in a shorter time as a high degree of wealth, which is considered to be the main driving force
behind the transformation of cultural and civilizational b) openness to new characters are still cultural life, including the political, to volatility of options, socio-political attitudes, c) technical cultural life, including social and political relations. The generation of people new civilization globalization is referred to as “x” etc. (Chodubski, 2013c). Important links in shaping this identity are: a) the unpredictable variability of the rate of change (amount of time), b) reject the continuity of cultural references, including moving away from the legacy of the past, c) the functioning of the world's current short-term cultural-civilizational.

The globalization of the modern world generates a number of significant challenges in locating the area of social policy. Among them pay attention, including a) the piling up of diverse social policy space, b) the need to overcome the tensions related to the implementation of social policy, c) the prevention of social exclusion and cultural d) preventing breakdown of traditional norms and patterns of human activity and value systems, d) the fight against dehumanization of interpersonal relations, e) preventing the syndrome virtualization, f) shaping the new man knows how to create the conditions for the operation and support of living in a different community. It reveals too much challenge – protect national values, while adapting to the mindset of the younger generation of European heritage and values of the world. The task of social policy is to adapt to its cell components to change civilization co-participate in them and creating a vision for further development. It is noted that the fact that the ideology of globalism is focused on the generation of human functioning in the one-dimensional world, the so-called media and consumer, all human needs: biological, emotional, intellectual attitude surrenders to the consumer. Man lives in a virtual world, what real blurred information technology equipment, including the media.

Among the major social problems situates the spatial mobility (migration). Considered to be the value of civilization, as it generates values such as courage, decisiveness, entrepreneurship, criticism, adaptability to changing cultural life (Szyłko-Skoczny, 1999). Migrations caused by different causes, and above all economic phenomena and the accompanying rational calculations of socio-political issues. They take into account such circumstances as the possibility of employment, the amount of obtaining
earnings (income), the possibility of realise individuals and social groups. The migration processes are the main places of settlement in large cities, where the characters reveal themselves multicultural, multiethnic, and in the wake of this characteristic is the formation of a national-ethnic enclaves. In the past enclaves formed during the great encountering the difficulties of adaptation to new environments settlement. They are currently facing the challenges of secondary conditions dictated by the host countries. To create enclaves determined mainly economic considerations. Arbitrarily created them for the specific economic tasks, such as the exploitation of the riches of the earth, building new neighborhoods. Life immigrant enclaves is a model of governance ghetto; the isolation of cultural-civilizational reality resettlement countries. The enclaves reveal now primarily Chinese, Koreans, Vietnamese, Turkish, representatives of Muslim nations. In recent years, a phenomenon marked in the lives of Poles, for example, in Ireland, where about 200 thousand emigrated. young Poles. They are trying to create own social infrastructure, such as nurseries, kindergartens, schools, health care institutions, places of worship (prayer houses temples). Small enclaves of Polish operate also in the UK, France, Italy.

About making decisions about the life of migrant determine various conditions, including a) purpose – rational: conscious calculation of gains and losses resulting from emigration. It usually take people with certain achievements in life, and who are holders of achievements at work, carefully educated and prepared for life (eg through family contacts, ie family members residing in exile, b) in the case of marriage, connecting to families), c) the hedonistic – making decisions about emigration in the event of momentary emotional states, in the circumstances of random events. These decisions usually take young people seeking their place in the surrounding reality. These are usually people curious about the world, open to disclosure of the various challenges of cultural life. The governance immigration reveals the need to tame the new social values generated especially by a) the effects of scientific and technical progress, b) legal solutions (and especially the human and civil rights), c) education aimed at tolerance towards diversity of attitudes, behaviors, values.

Migration issues are to a large extent a consequence of demographic change. Currently reveal such phenomena as negative natural increase, and
the sparse advantage of births over deaths, the downward trend in fertility rates of women, the decline in population in the productive age population with an increase in the retirement age, increase in unemployment, which is an important segment of social policy.

The vocation of social policy is to protect workers against the loss of jobs, roping existence of the unemployed and their families and create jobs and arranging their finding.

In the processes of globalization reveal various kinds, including a) technology – as a consequence of the rapid development of technology and the replacement of human labor with new technical equipment, including information technology, b) cyclical – due to economic cycles. The demand for employment is the result of the labor market, c) seasonal – binding to the needs of the labor market in a given time; It mainly relates to agriculture and horticulture, emergency repair work, shopping, d) structural – involving the liquidation of the company, the reorganization of plants and their decommissioning.

In a situation of economic transformation and related employment issues reveals a new class of working people, prekariat. It employs workers for specified (usually short) time, guaranteed low salary. These people usually expect pronunciation work and are condemned to search for a new job, which also does not guarantee employment stabilization. In Poland, radically changing employment in agriculture. When this sphere in the second half of the twentieth century, there were 75%, now 15% of the population of the country. This is a consequence of the liquidation of state-owned farms, mines closing operation of the various riches.

The growing phenomenon of unemployment will decrease the life aspirations, and consequently the expansion of the social pathologies (Świętochowska, Toruń 2001; Pathological phenomena…, 2008). Unemployment generates social impact such as: a) deterioration in the standard of living of individuals and social groups, b) in situations of extreme danger existence, c) the risk of psychiatric units (depression, alienation, aversion to any cultural activity), d) dysfunctional family life, social, neighbors, e) the weakening of the moral-ethnic, f) disclosure of different social tensions and conflicts. Also noted is that unemployment is a waste of human capital;
Moreover, exacerbating the so-called gray zone of economic and related social phenomena and processes.

Catering to the needs generated by the processes of globalization Ministry of Labour and Social Policy in Poland adopted in 1999 a National Strategy for Employment and Human Resources Development. Its purpose is to guarantee the state social security. Important links in strategy took issues: a) improvement in employment, including the reduction of unemployment and solving the problem of employment of young people from the so-called generation. baby boomers, b) development of small and medium-sized enterprises, c) the promotion of labor market opportunities.

In social policy, the attention to people with disabilities (Kirenko, 2006). Points to the need to move away from their marginalization and isolation, the need to diagnose and cultural living conditions of people with disabilities, creating jobs for them. In fact, this reveals the often demanding attitudes, containing not only in obtaining the relationship needs consistent with the legal and social norms but also strive for unique and special treatment, socio-political, and even to obtain a variety of preferences will. It is estimated that in Poland, as in the European Union as persons with disabilities shall be approximately 4% of the total population. The main source of income of these people is: a pension for incapacity for work, pensions, unemployment benefits.

The social policy of civilization and an important link in the global education and ensuring access to it for a lifetime (Auleytner, et al, 1996; Szulc, 2007; Denek, Kamińska, Kojs, Oleśniewicz, 2011). Through the prism of schooling is often measured in the face of the policy. It is recognized that education in human capital is oriented to global challenges, such as a) learn to know, b) learn to act, c) learn to live together, d) learn to be.

Education both at primary, lower secondary, upper secondary and tertiary education is oriented to the realization of defined global challenges, namely a) assumes the massification of access to various forms of education, including the public and private schools, b) accelerate education – mobility of students, c) the competitiveness of educational entities, confirmed by various rankings, d) replacing textbooks IT equipment, e) the substitution of the traditional institution of the teacher guide, coach, tutor.
The educational processes attaching significant importance to interactivity, simulation games, technic forms of knowledge transfer.

An important challenge of social policy is to correct the educational costs incurred by students. It is noted that knowledge becomes a commodity, which is supply and demand. In this situation, the challenge is keeping the support of lifelong learning, referred to the recent “lifelong learning”. The purpose of this education is the fostering mobility, active citizenship, participation in public life. In this process, the carrier is a problem of education of seniors, including in the so-called. universities of the third age. Important challenges of social policy for the elderly are associated with health of seniors hiring the elderly, assistance to the bedridden, institutional support on issues substantive living (Szatur-Jaworska, 2000). It is noted that older people have their own aspirations, around which organize their activity. An important challenge is the determinant of their health condition – considered a key segment of the social policy. Cells of this policy are: a) prevention – preventing disclosure of disease through the creation of suitable living conditions, lifestyles of people, b) participation – diagnosis of the diseases and their elimination, c) rehabilitation – creating conditions to restore the efficiency of the people who have experienced various diseases (Włodarczyk, 2010). In addressing these issues, an important role of infrastructure and financial resources.

In fact, the global world and the rapid pace of cultural change powerfully reveal a mental illness. These disorders manifest themselves in different forms of schizophrenia. It is a disease that which touches every hundredth man (Kępiński, 1974, p. V). Reveals the shoulder of concentration, irritability, nervousness, feeling of fatigue, depression, insomnia, memory disorders, indifference to the surrounding reality. These symptoms are often marginalized by both the person experiencing them, as the social environment – not identifying with their medical condition. Many segments of social policy is closely linked with family life. In fact, the change is limited to the challenges of global-oriented its support by the State in this regard, educational care, care allowances, care facilities.

Social policy occupies an important place in the field of forecasting (Podoski, 1973). Relevant links is in the relative elaboration of plans of prospective development of society and economic life. Generates a hypoth-
thesis probable state of development. Hypotheses should be verified and coordinated.

The range of challenge real by social policy reveals that the cells are important: shaping the life of society, social relations and social structure. Relevant their components are: to meet the needs, achieve and maintain a certain level of quality of life, redistribution of wealth, public social risk management, shaping the environment, order, life safety development, etc.

The range of challenges real by social policy reveals that the cells are important: shaping the life of society, social relations and social structure. Relevant their components are: to meet the needs, achieve and maintain a certain level of quality of life, redistribution of wealth, public social risk management, shaping the environment, order, life, safety, etc. At present, the development of social policy and entering in the composition of social policy usually situate themselves in the sphere of popular consciousness, not isolated the appointment of both policies. Similarly, globalization is a process that remains in the realm of conjecture, vision, and its manifestations are not fully identified. In relation to social policy generally perceived weakening of the role of the state in the implementation of its various segments.

In fact, international social policy issues occupy an important place of business entities such as the United Nations and its specialized agencies – ILO – International Labour Organization, the FAO – Organization of the United Nations Food and Agriculture Organization, UNESCO – United Nations Educational, Scientific and Cultural Organization, WHO – World Health Organization, the IBRD – International Bank for Reconstruction and Development, the IMF – International Monetary Fund (Auleytner, 2012, chapter III). In Europe the European space tasks are in the business: the European Union institutions, advisory bodies, decentralized agencies, non-governmental organizations. It is noted that in all Member States of the European Union social problems are similar, and their differentiation is more a regional than national (Głąbicka, 2013, p. 98).

In reflection summary it can be stated that:

1. Social policy is both a possibility and a barrier in the development of a new corporate culture-civilization, referred to as globalization,
2. main forces shaping the new global reality, and the face of social policy are: technical and scientific progress, international laws and education focused on raising awareness of global change,
3. Quick pace of civilization reveals an inability to adapt to a wide range of society the realities of the world of IT and information, and consequently the phenomenon of exclusion and widening of social pathologies,
4. The image shaping social policy sets out the special role of participatory unit,
5. The implementation of the project of European integration reveals a large gap between the assumptions and practice of social life. Standards of social policy remain in the realm of vision, a declaration of hope, the boundaries between the real world and virtual information and disinformation and manipulation. An important role in this regard play the media, which in its action shall submit to the effectiveness of the delivering authentic information about contemporary social realities and social policy pursued in its various structural dimensions.

**BIBLIOGRAPHY**

Chodubski, A. (2009). *Unit and shaping the global governance of the world*. In G. Piwnickiego, S. Mrozowskiej (Eds.), *Unit-society-state to the megatrends of the modern world* (pp. 15–29). Gdańsk.


