

## New challenges for the Cultural and Economic Development in the European Union: the Long Term Transformations

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*The paper aims to evaluate the main features of the creation and development of the integral cultural and economic space in Europe and the main development problems in the context of the transition processes in the Central and Eastern Europe and in the "enlarged" European Union.*

*The paper has used the outcomes of the research done over the recent several years, dedicated to the diagnostics of the problems of transformations as well as economic and social development in Central and Eastern Europe with a special reference to the development of the integral cultural and economic space.*

*Major findings show that the creation and development of the integral cultural and economic space in Europe is a very complex and controversial process and in this course various problems and conflicts arise. Therefore, to encourage the creation of the integral cultural and economic space in Europe appropriate policies are necessary to be implemented in Europe. These policies may embrace many priorities including*

- *creation of knowledge based society and knowledge economy in the European Union;*
- *adaptation and dissemination of integrated European dimensions;*
- *elimination of inappropriate factors within humanism and democracy of all European countries;*
- *provision of equal rights in all groups of modern society.*

*For implementation of key priorities of cultural and economic policies the use of a number of pan-European scale special programmes is suggested.*

*This publication analyzes the long term development processes in the East – and Central European countries, typicalities of the enlargement of the European Union and a new approach towards the way how long term strategies designed to create knowledge based society and knowledge economy in the European Union should be prepared.*

*The new non-traditional ideas of possible economic and social development in Central and Eastern Europe are discussed.*

**Keywords:** *transition, integral cultural and economic space, Central and Eastern Europe, European Union.*

### **Introduction**

The beginning of the 21<sup>st</sup> century is the age of knowledge based society and knowledge economy crea-

tion and of increasingly developing transformations in the whole world and all spheres of life. Transformations embody the most important attribute of the modern époque; therefore, all relevant political, social, economic, technological, ecological and other issues should be conceived and approached as issues of transformations. In the process of transformation as well as globalization a society of a new type is being formed, with its typical new values and striving, which creates different patterns of lifestyle and is confronted with new problems and searches for solutions of these problems.

Globalization processes are very evident themselves in modern Europe. It is quite possible to state that the key-feature of globalization in Europe is the fact that the integral European society is being born, which creates and builds an integral cultural space as well as integral spaces for social, economic, political, technological, ecological and information development.

Creation of the integral space in Europe creates not only preconditions for the basic change in life environment and conditions of all European nations, but also determines the fact that a brand new quality is being shaped, both of the society itself and of each European citizen. On the one hand, the development of the integral cultural space opens a number of new opportunities and perspectives for social advancement in the whole Europe; on the other hand, this process inevitably causes new problems and conflicts, and their solution requires the creation and inclusion of an adequate policy in the sphere of culture, social and economic development.

The formation of the integral space in Europe is a complicated process. One of the main problems to be solved is associated with the so-called *equal rights*, implying that equal rights should be provided to all social groups, strata and communities in social, economic, political and other areas all over the country, in any region, as well as in public and business sectors.

The awareness of the significance of this problem in the society is important for developing new approaches to the creation of the integral space in Europe and identification of the priorities in achieving it.

The creation of the integral space and the assurance of equal rights in Europe is a significant research problem. The goal of such research may be defined as updating the society by means of cultural and economic policy aimed at ensuring equal rights to the inhabitants of all European states.

The research into this problem should be closely related to the analysis of transformations which took place in Europe because the latter could allow the identification

of changes in the area of equal rights. The relationships between the above processes which took place over the last 15 – 20 years can be clearly seen in Central and Eastern Europe. This allows us to state that the problem of creating the integral space in Europe should be considered taking into account general conditions and specific features of transformations which took place in this period.

The paper presents the research results obtained by the author which indicate the emergence of new trends and challenges in the area of creating the integral cultural and economic space in Europe taking account of the need to ensure equal rights to all members of the society.

### **Problems arising in the situation of the development of the integral cultural and economic space in Europe**

The development of the European Union is a very complex process of both quantitative and qualitative transformations.

The necessity for the changes within the European Union is determined by a number of *problems* analysis and systematization of which is described in various scientific papers (Melnikas, 2002; Melnikas, Reichelt, 2004).

The main *problems* typical to the European Union as a system which require essential and radical decisions are the following ones:

1. Within the territory of the European Union there are *very limited sources of energy and raw-materials*. In the environment of the development of the economy needs for these resources have been steadily growing which means that the European Union becomes more and more dependent on the possibilities for the increase of these resources: we suggest that *prospects of economic development* of the European Union, along with *economic and energetic security* of the European Union has been influenced by various economic and political factors characterizing export of these resources to the European Union.
2. Within the countries of the European Union *very high standards of living are being implemented* including the spheres of social security and social warranties, as well as environmental protection. As a consequence, all economic endeavors within the territory of the European Union require substantial expenditure which subsequently means that the *cost price* of the products manufactured in the European Union is *very high*. The increase of the cost price which is disproportionate to the quality of products determines the fact that products manufactured in the European Union become increasingly *incompatible*.
3. Key indicator for the well-being in the European Union is the ability to manufacture products to the increasing extent and more massively both in their local and global markets, and sell products of high quality and price. This means that in the European Union the need for more markets in order to sell their own products has increasingly growing (be-

sides, it is of crucial importance that there is an adequately high purchase power). Inadequacy of such markets threatens the development of the economies of the European Union.

Necessity to respond to these problems determines the main *challenges* to the European Union and its development:

1. Quantitative increase of the European Union is orientated to the following aspects:
  - European Union could win possibly more markets to sell their production,
  - European Union could possibly gain better “direct” access to the countries in Eastern Europe, Central Asia and the Near and Central East where huge supply of energy and raw materials is accumulated and where there are great potential markets for the products manufactured in the European Union.
2. Qualitative development of the European Union is oriented to the goal to create the knowledge based society and knowledge based economy in the territory of the European Union: This could ensure the following abilities:
  - ability to create within the European Union the alternative energy sector and other sectors of economy, which could allow strongly decrease the dependence of the economies of the European Union on the import of traditional energy and raw materials,
  - ability to create and widely distribute brand new products and technologies in the global area. This could allow the European Union to become a worldly leader in many spheres of economic and social life.

It is worth mentioning that over the last decade greater possibilities to ensure *quantitative increase* can be observed in the European Union, whereas in the sphere of *qualitative development* numerous difficulties and unpredicted obstacles can be seen (Melnikas, Reichelt, 2004). For this reason qualitative development of the European Union should receive priority consideration: we suggest that prospects of the European Union are basically influenced by the creation of the *knowledge based society and knowledge based economy*.

The development processes in the European Union could be described as the processes of the integral space creation and as the processes of the creation of the integrated system of various spaces.

These processes are reflected on two-fold approach towards the European Union and its enlargement:

1. European Union could be perceived as a *multicultural space*. We suggest that *the common cultural space* of the European Union is comprised of various ethnic, religious, social and other cultural spaces represented by their *regional*, as well as *quantitative and qualitative* indicators. It is of crucial importance that the development of *common cultural space* in the European Union implies both processes of *integration and synthesis*: this means that *integral culture common to the entire society*

of the European Union inevitably develops in the European Union;

2. European Union could be perceived as the *organization of the states belonging to Europe*. This means that it is possible to assume that the European Union is generally *an organization of organizations* because a *modern state* broadly speaking can be defined as a *societal organization of the superior degree of the development*. The enlargement of the European Union as an organization of states is going in the way of integration of the new states into this organization, therefore, we suggest that the enlargement of the European Union should be followed by the processes of *integration*. At the same time it is important to notice that the European Union as an organization has gradually started executing functions of the *common state* of the countries that belong to the European Union and this means that the European Union is gradually turning into the *super-state*. The development of the European Union as a new super-state simultaneously expresses processes of *synthesis* typical to the enlargement of the European Union as an organization.

We may *conclude* that both processes of *integration* and *synthesis* develop in the enlargement of the European Union as a *multicultural space and as organization of the states*. Therefore, the character and condition of the enlargement of the European Union in the future will be determined by what processes of the enlargement will *dominate, and whether processes of integration or processes of synthesis will dominate*.

Depending on the fact whether in the future the *processes of integration* or *processes of synthesis* dominate, it is possible to draft *two alternative visions* of the future of the European Union:

1. The processes of integration will dominate in the enlargement of the European Union. In this case, multicultural space of the European Union will manifest itself as a common space comprised by various national cultures and where various nations live. In this case the European Union will continue functioning as the organization of various national states.
2. The *processes of synthesis* will dominate in the enlargement of the European Union. In this case a *new type of common European nation* will *gradually* develop in the space of the European Union, whereas the European Union itself will transform into the *integral European super-state*. In this case modern national states will become *administrative and territorial sub-divisions possessing rather wide autonomy* in the future European Union as a super-state. Besides, we may assume that in the future members of the European Union will *identify themselves* with the *integral European nation*, rather than with *current nations of its own*.

It is natural that both of these alternative visions are *hypothetical*. At the same time it is worth noting that the second vision (the vision of the domination of the processes of synthesis) generally is just a continuation of the

first vision (the vision of the domination of the processes of integration). This means that both of these visions as a *complex* can be considered as a *common hypothesis* dedicated to the future of the European Union: in this common hypothesis two stages could be emphasized: the stage of integration processes and the stage of the synthesis process.

It is necessary to mention that *regardless* of the combination of the processes the integration will characterize the enlargement of the European Union; whatever the case is, the development of the *knowledge based society and knowledge based economy* will manifest itself in the European Union. The knowledge based society in the future will represent the *entire* space of the European Union.

### **Enlargement of the European Union and specific cultural problems arising in the situation of the development of the integral space in Europe**

Development of the integral space in Europe not only makes preconditions for the basic change in life environment and conditions of all European nations, but also determines the fact that a brand new quality is being shaped, both of the society itself and of each European citizen. Growth of the integral space in Europe is being influenced by a great number of diverse factors. Among these factors as very important appear those related to the expansion of the European Union and to transformation processes in Eastern and Central Europe, meaning that integration of Eastern and Central European countries into the European Union not only indicates the quantitative growth of the European Union (increase in the number of member states, the number of their population, overall territories and economic potential) but also qualitative transformation in the entire Europe. By the way, this particular consideration that integration of the Eastern and Central European countries is directly influencing quantitative changes in the entire Europe demonstrates the significance of the factors mentioned above to the formation of the integral cultural space in Europe.

The development of the integral space in Europe, taking into account the situation of the integration of the Eastern and Central European countries to the European Union, is a very complex and conflicting process. On the one hand, this process opens a number of new opportunities and perspectives for societal advancement in all Europe, including the countries of Eastern and Central Europe. On the other hand, this process is inevitably causing new problems and new conflicts, and their solutions require that an adequate policy should be created, including the sphere of culture. This means that identification of the new challenges for cultural policies and understanding of the essence of these challenges, as well as capability to treat them properly, makes their tasks of a high priority in the situation of the growth of the European Union (Melnikas, 2002).

The importance of the tasks mentioned earlier suggests that theoretical and practical studies designed to better conceive and solve them can be considered as relevant both in scientific and practical sense.

The development of the integral space is a striking sign of the contemporary society in Europe, which allows

making a complex definition of political, social, economic and technological process development. The integral space in Europe can be perceived as a portmanteau concept. The easiest way is to see the integral space in Europe as a general system of priority values, stereotypes of social behaviour, lifestyle patterns and moral and spiritual standards, typical to all layers of the European countries.

Such definition of the integral space demonstrates a very important factor: the integrity of the space can be understood as affinity of priority values, stereotypes of social behaviour, lifestyle patterns and moral and spiritual standards to all societal layers in all European countries. Thus, it is possible to state that the level of the affinity can determine the integrity of the whole space. The more likeness can be seen within the systems of values, behaviour, lifestyle patterns and standards of different countries and societal layers, the more integral can be their common space understood. And the opposite: if the systems of values, behaviour, lifestyle patterns and standards of different countries and societal layers do not suggest the idea of common features or suggest the picture of great differences, one may say that the society of these countries does not share the integral space.

When giving comments on the concept of the integral space, it is necessary to accentuate several conditions. First, this definition suggests that one might acknowledge the existence of different systems values, stereotypes of social behaviour, lifestyle patterns and moral and spiritual standards, typical to different countries and societal layers. Similarity or affinity of different systems can be comprehended as an assumption for association of different spaces into integral spaces. Next, this definition demonstrates the idea that the integral space conveys the situation with all key-elements of cultural and economic spaces of different countries and societal layers: this means that the main precondition for the integral space formation is a high level of its internal integrity. Then, this definition implies that the integral space creates a situation where specific features of particular countries or societal layers may gradually lose their influence on further growth: the critical role of each country and societal layer development falls on the processes that start inferring as general processes of the integral space.

Understanding of the problems mentioned above allows us to apply the aforementioned concepts of the integral space in the cases when various problems of the European integration and expansion of the European Union arise.

During the development of the integral European cultural and economic space, in the situation of European integration and growth of the European Union, a great number of various *problems* related to this development emerge. These problems are very diverse, and they demonstrate a very diverse scale of reasons causing them and a diverse level of their importance; however, it is necessary to consider them, when aiming at the consecutive development of processes of the actual integration into Europe.

Among the main problems emanating in the development of the integral space, the following aspects can be identified:

1. Immense cultural differentiation among different countries, regions and social layers: the differentia-

tion of this kind is influenced by way of too serious differences within their economic development and social status (there are too serious differences among different countries, different regions, and different social, professional, as well as ethnic or confessional groups or layers, both within particular countries or regions and Europe or even the world.

2. Various ethnic, confessional or social conflicts, were existing in the history and still are present in some secret ways; and the relics of these conflicts: there are many cases in modern Europe when various historically developed conflicts and their relics interfere into the development of the integral cultural space.
3. Disproportion in the momentum of technological, economic and social, as well as cultural development: technological progress and growth of economic well being is very often faster than social, cultural and mental changes (disproportion of this character determines the fact that in some societal layers or even countries a certain inadequacy of cultural and spiritual development to economic well being and technological opportunities can be observed: this inadequacy provokes decline of moral norms, deprivation of social accountability and causes other negative consequences.
4. Too deep cultural insularity seen in particular countries and influencing lack of tolerance to other cultures, individual and group egotism, as well as insufficient capabilities to adapt to intense social and cultural changes: cultural insularity and lack of tolerance to other cultures not only affects the development of the integral cultural space but also provokes social, economic and other sorts of conflicts;
5. In many spheres of societal development there is lack of administrative capabilities necessary for partnership development and intercultural and multicultural exchange elaboration: the policies in the culture are often declaratory and inappropriately oriented towards the basic needs of society, coming forth in the situation of the European integration and the development of the European Union.

It is critical to regard the problems and conflicts that we have discussed here and other problems and conflicts arising or developing in the construction of the integral European cultural and economic space, when we are working on crucial issues of cultural and economic policies related to further European integration and development of the European Union.

The solution of the problem of providing equal rights is an integral part of the formation of the integral cultural and economic space in Europe.

In equal rights society the values and people's views of this idea and its significance make an essential cultural characteristic because the culture of the society and the trends of its development largely depend on the treatment and evaluation of equal rights concept.

It can be assumed that equal rights as a value are among the highest priorities in the society. The implementation of this principle in practice shows the level of

societal development and the ability to solve the problems arising in the society.

The concept of equal rights may be treated differently. In more general terms it may be described as a situation when the conditions of work and social activity of various people are not affected by the factors not relevant to these activities.

This definition actually implies that when the principle of equal rights is observed, the attitudes to people and the conditions of their work and social activity are determined by the results obtained and their quality rather than by other not related issues.

It follows that inequality of human rights is manifested by the evaluation of people and their activities based on some insignificant factors which cannot actually affect the results achieved by these people.

The assessment of the observance of equal rights may be based on various characteristics which can be classified in the following way:

1. The scope of evaluation of equal rights:
  - global, from the perspectives of large civilization, or international area (e.g. Europe or the European Union or its large regions),
  - from the perspective of nations and the societies of various states and countries,
  - from the perspective of regions, agglomerations, towns, settlements and communities,
  - from the perspective of various organizations,
  - from the perspective of various social groups and strata,
  - from the perspective of the family and relatives,
  - from the perspective of an individual.
2. Biological, biosocial, cultural and ethnocultural aspects in assessing equal rights based on the following characteristics of an individual or groups of individuals:
  - sex, demographical characteristics,
  - race, nation, ethnical group,
  - confession, ideological, political views,
  - sexual orientation,
  - ethical and aesthetical views,
  - physical and psychological state, lifestyle in a physical and biosocial sense.
  - Economic, social, professional aspects and status in
3. assessing the observance of equal rights based on the following individual and group characteristics:
  - financial state,
  - area of employment,
  - educational level,
  - profession,
  - social status associated with the membership of some social organization or group,
  - conditions of life and activities.

These and other examples demonstrate the variety of approaches to assessing the situation with equal rights.

In considering the prospects of creating the integral cultural space in Europe the following aspects of equal rights implementation should be emphasized:

- the provision of equal rights to various countries and regions for social and economic development,
- the provision of equal rights to various ethnic, confessional and social groups and strata,
- the provision of equal rights to people of various professions engaged in various types of activities,
- the provision of equal rights to men and women.

The priority should be given to the above aspects in the cultural space of the whole Europe and Central and Eastern Europe in particular. It is of vital importance for solving various problems associated with European integration and expansion of the European Union.

### **Enlargement of the European Union and typicalities characteristic to the development of the integral cultural and economic space in Europe**

Modern science understands transformations generally as changes, testifying a certain object or system to have acquired a new shape or a new state. This approach is rather universal and can find a great deal of evidence in many scientific studies (Porter, 1980; Dicken, 1998; Altvater, Mahnkopf, 1996; Currie, 2000; Hunt, 2000; Perraton, 2001; Boldrin, Canova, 2001; Rosenzweig, 2001; Garret, Mitchell, 2001; Ghose, 2004).

Incidentally, this concept is akin to the studies examining economic transformations, especially those showing transition from the close plan economy towards the open and liberal market economy (Lavingne, 1995; Melnikas, 1999, 2002; Hayo, Seifert, 2003; Hofbauer, 2003).

Transformations in Central and Eastern Europe, as well as processes of the development of the European Union, have been analysed to a very broad and detailed extent. A very broad panorama of changes in the entire, especially in Central and Eastern, Europe, has been given in scientific publications, dedicated to the transformations (Lavingne, 1995; Hofbauer, 2003; Hayo, Seifert, 2003). It is also worthwhile mentioning that within the majority of scientific writings on transformations in Central and Eastern Europe a certain one-sided emphasis can be observed. Unfortunately, transformations in Central and Eastern Europe are frequently perceived as an exclusive transfer of Western expertise (especially, the expertise of Western Europe) to Central and Eastern Europe: in these cases transformations are understood as promotion and implementation of the Western lifestyles in the East, and the plain adaptation of these standards, applying local specificity of the Central and Eastern European countries. Importantly, in many cases the following factor is ignored – transformations in Central and Eastern Europe, and the development of the European Union make great influence on the entire European Union, and is a crucial factor for the changes both in Western Europe and the whole world (Melnikas, 2002; Melnikas, Reichelt, 2004).

Transformations in Central and Eastern Europe should be perceived as a part of a complex process, involving transformations in the entire Europe and the entire world. The main elements of this complex process are the following ones:

- transformations, marking the "exit" of the Central and Eastern European countries from the close

non-democratic system of the plan economy; these transformations that occurred over the last 10-15 years, showed readiness of Central and Eastern European countries to join the Western world and "take over" the expertise of the Western world,

- transformations, marking the "entrance" of the Central and Eastern European countries to the European Union, their adaptation to further development in the integral space of the European Union, as well as adaptation of the entire European Union to the new environment; these currently undergoing transformations, show common changes within the increased space of the European Union.

This approach lets us conclude that development of the *integral cultural*, as well as political, economic, informational and other *space in Europe* embraces several key stages, including:

- transformations in the countries of Central and Eastern Europe, prior to the integration of these countries to the European Union,
- transformations in the entire European Union, especially in the Central and Eastern European countries that have newly entered the Union (these transformations are intensely happening there).

A significant feature of the transformations which took place in Central and Eastern Europe is associated with the changes in the area of equal rights. These changes have some conflicting aspects as follows:

- on the one hand, in the transition period the situation in the area of equal rights was improved because the problems associated with their absence in the time preceding the transformation were solved in many fields,
- on the other hand, new problems arose in the area of equal rights in the period of transition. These problems indicate the conflicting character of transformations and are also associated with the complicated integration processes in Europe and the expansion of the European Union.

The most important transformations are the *long term transformations in the "enlarged" European Union*.

The main typicalities have developed over the recent decades in the integral economic and social space of the *entire European Union*. Among those the following ones could be identified:

- *general* typicalities characteristic to the development of all large economic and social spaces that make known not only in the situation of the development of the European Union, but also appear in the evolution of *all* civilisations and cultures,
- *specific* typicalities characteristic to the development of the European Union in particular, manifesting as *historically unique* phenomena of the development of civilisations and cultures.

There is no strict boundary between *general* and *specific* typicalities characteristic to the development of the integral economic and social space in the European Union.

As *general* typicalities those can be considered that, drawing an analogy in one way or another, have already

evolved in the history of the development of other civilisations and cultures. As *specific* typicalities we can conceive those of the exceptional origin of the European Union, its economic and social space and transformations of this space. It is important to note that among the *specific* typicalities as most substantial should be respected those that allow to reveal the specificity influenced by various *regional factors*, including the countries of the Eastern and Central Europe.

There can be enumerated a great number of *general* typicalities characteristic to the *integral economic and social space of the entire European Union*. Among those there can be considered as the leading ones:

1. Typicality of the *priorities of the quantitative growth and qualitative advancement* manifests the fact that the development of the economic and social space in the entire European Union is characterised by the two *main priorities*: quantitative growth (territory; population numbers; accumulated capital; trade and consumer growth) and qualitative advancement (formation of new life styles and new multicultural spaces; creation and implementation of modern technologies and organizational patterns in all spheres of life; dissemination of new values and living standards; and rise of new opportunities of further growth). This typicality demonstrates that in the situation of the development of the integral economic and social space of the European Union there forms *an integral European civilisation of a new type*, completely harmonized with the overall system of the Western civilisation, and actively participating in multifaceted co-operation with all modern civilisations and cultures.
2. Typicality of the priorities of democratic attitudes, humanism, human rights and common human values proves that striving to implement the ideals of democracy and humanism is the most intrinsic value towards which the development of the European Union is oriented.
3. Typicality of the *increasing complexity of the structure of multicultural spaces* indicates that in the situation of the development and enlargement of the European Union not only the diversity of the cultures, that appear in the space of the European Union, increases but also *processes of the increasing complexity of those cultural systems and structures* occur: *new characteristics and dimensions* of multicultural spaces develop, that testify the increase of the variety of ethnic, confessional, regional, demographic, social, economic, political, ideological, mental and other factors. This trend allows us to state that in the situation of the development and enlargement of the European Union not only the variety of cultural and multicultural spaces inevitably augments, but also qualitatively new problems influenced by this variety arise.
4. Typicality of the *balance in general and local factors* demonstrate that in the situation of the development and enlargement of the European

Union an *integral European civilisation of a new type* is forming that possess *twofold* characteristics: first, *general* characteristics, typical to all spheres of life within the *whole* space of the European Union; and second, *local* characteristics, expressing typicalities of different countries, regions and societal layers. Combinations of general and local characteristics *make possible to define adaptability of any local space in the common space of the European Union*, at the same time indicating the level of the inner harmony within the multicultural spaces.

5. Typicality of *predominant norms and standards* implies that in the situation of the development and enlargement of the European Union the *uniform norms and standards* have been steadily prevailing in the integral economic, social and cultural spaces. This typicality embraces *all* spheres of societal life – the sphere of economics, business and public administration, social behaviour, political and societal life, as well as people’s everyday life and even their private lives. The uniform norms and standards comprise both formal and informal rules for behaviour and acts in various life situations, development and dissemination of values and technologies of interpersonal communication. Origination and increasing dominance of uniform norms and standards is a key precondition for gradual development of the integral and undivided European civilisation and culture, where *general* characteristics have already been prevailing, if compared to national, regional or local characteristics of other kind.
6. Typicality of *non- synchronical development* suggests that in the situation of the development and enlargement of the European Union more and more *uneven changes* emerge. As it is known, societal development and headway, and processes occurring in the society may evolve in the way of various *discrepancies*. These discrepancies can be very diverse, including discrepancies between the pace of the development: they vary from country to country, region to region; they appear to differ in different sectors of economic and social life and different societal layers. Discrepancies in changes can cause conflicts and issues of different kind.
7. Typicality of *cyclical development based on the “wave” principle* refers to the fact that all processes of the development of the European Union are undergoing cycles: each cycle includes a certain *stage* of development, that can be outlined by both quantitative and qualitative changes. This means that the transition of these stages can be compared to certain “waves”: where each wave witnesses the *stepping stone of the potential* of the European Union, as an integral economic and social space.
8. Typicality of *increasing differentiation and differentiation variety* exhibits that in the situation of the expansion of the European Union, within

the integral economic and social space new manifestations of differentiation occur, and the range of differentiation expands. It is especially notable for the reason that in the actual routine of the development and expansion of the European Union rather substantial *contradiction* appears: on one hand, following political declarations, it is sought to align regional structures, which by the level of their development are rather unequal; economic sectors or societal layers; on the other hand, a real “alignment” is of limited scale and applies only to particular spheres of social and economic life. It is quite probable that actual differentiation is generally increasing: various discrepancies between different regions, economic sectors and societal layers deepen, within *actual opportunities for improvement and modernisation*, as well as *actual well being and social security*. This factor is essential, estimating prospectives for *stability and internal security* in the space of the European Union.

9. Typicality of *balance of centripetal and centrifugal forces* in the situation of the development and expansion of the European Union is seen in the simultaneous manifestation of *two opposite tendencies*: on one hand, it is a tendency of *striving to enter the common system*, expressing the priority of obedience to the system; and on the other hand, a tendency of *striving to strengthen the sovereignty and autonomy in the common system*, expressing the priority of *the self-assurance of personal wellbeing at the expense of the system*. Those two tendencies are advantageous for the wellbeing of the European Union, provided they are mutually *well balanced*; such balance in its turn, can have different manifestations, including rational combination of basics of *centralisation, decentralisation and self-government* in the systems of managing and administering processes of expansion and development. (It is noteworthy mentioning that in cases, when the balance among centripetal and centrifugal forces fails, more threats for the performance of the *entire system* emerge: disproportionate *prevalence of the centripetal forces* may lead to inefficient management and determine loss of adaptability skills in the ever-changing environment, whereas disproportionate *prevalence of centrifugal forces* impels fragmentation and self-destruction of the system itself. This means that vulnerability of the balance mentioned above is a very dangerous and undesirable matter.)
10. Typicality of *predominance of traditional leaders* proposes that in the situation of the development and expansion of the European Union the priority interests to be implemented are those developing in greater countries of the Western Europe, such as, first Germany and France (these countries have historically formed as traditional leaders of the European Union). Despite the fact that in the situation of the development and

enlargement of the European Union one can observe a great variety of concerns of different countries, regions and layers of the society (moreover, this variety causes internal disagreements within the European Union), prevalence of traditional leaders and their concerns is long-lasting and steady. By the way, the concerns of the traditional leaders play as a key factor for the development of norms and standards, typical to the space of all the European Union.

11. Typicality of the *expansion potential* expresses the idea that the European Union as an *integral system* has been increasingly operating within *global* economic, social, cultural, informational and political spaces. With this regard, the increasing expansion of the European Union, as an integral system, towards the spheres of the world economies and the process of the entire political, social and economic development.
12. Typicality of the *adaptability in the consistently changing external and internal environment* suggests that in the situation of the development and enlargement of the European Union *multifaceted processes of adaptation* arise: the new member states of the European Union need to adapt in the new to them space of the European Union, whereas the “old” members of the European Union have to adapt to the “enlarged” European Union and “accept” new members as equal partners; besides, all European Union as an integral system needs to adapt to the consistently changing external environment. All this allows us to admit that adaptability is a crucial precondition for the further development of the European Union as an integral system.

The typicalities described above, characteristic to the development and enlargement of the European Union as an integral system, within the group of typicalities of this kind could be considered to be of the *most importance*. At the same time, several *specific* typicalities exist among very important and critical ones.

*Specific* typicalities characteristic to the development and enlargement of the European Union as an integral system, are *multifaceted*. Some of these typicalities reflect on the specificity of a particular *époque*, whereas the others express specificity of particular regions, spheres of social and economic development or certain layers of the society.

Among *specific* typicalities expressing *current era* these are the most notable:

1. Typicality of *regulated and controlled liberalisation* that reveals rather contradictory processes typical to the current development of the European Union. A key feature of these processes is the following: on one hand, traditions of *liberal democracy* have been increasingly implemented in the society and there are apparent signs of *economic liberalisation*; on the other hand, both in economic and social life the “masked autocracy” has been observed which is executed by various forms of increased bureaucracy,

growing regulation and limitation of the activities in different spheres, along with the increasing austere rule.

In modern world in many spheres of life one can observe a substantial decline of norms and ideals of liberalism, despite the “formal” promotion or declaration of liberalism. We may admit that in the modern European Union the new kind of society has been increasingly developing, with both liberalism and social awareness, where, however, liberalism will be regulated and controlled with the increasing power: every subject of any activity in all spheres of life will have opportunities of liberal choice and self-determination with increasing boundaries and decreasing “degree” of freedom. (It is a paradox that in the modern European Union, in the situation of promotion of liberal values, bureaucratic and clerical arguments of the societal development have been strongly increasing, and new trends of centralised management emerge, that manifest in many spheres of political, social and economic life).

2. Typicality of *promotion and predominance of the concerns of large economic subjects* demonstrates that both in *overall situation of globalisation* and in the specific economic and social space of the *European Union* processes of *concentration of economic activities* have steadily happening. The actual situation in both economic space of the European Union and global markets has been increasingly influenced by activities and opportunities of *large economic subjects* (here we consider large economic subjects those *large enterprises* that operated in international markets, *networks* and *organisations* of small and medium enterprises, and various *international corporations* and *international economic organisations*). In the situation of the development and enlargement of the European Union more and more obvious becomes promotion and predominance of the concerns of large economic subjects: on one hand, this situation reinforces *competitive abilities of economic subjects representing economic spaces of the European Union*; on the other hand, opportunities to develop free competition and initiative are *violated* (the violations of this kind have been increasingly growing, although public policy in economies of the European Union *proclaims* provisions for free competition and initiative support).
3. Typicality of the *declining role of the state as a structure for the organization of the society* indicates that in the situation of the development and enlargement of the European Union in national countries the state as a key organisational structure for any society of any country has been increasingly losing its previous importance and a number of opportunities to immediately influence situation in the country. In the environment of the development and enlargement of the European Union the situation in its member

states has been steadily influenced by *overall processes of development and enlargement of the European Union as a system* on one hand; and potential, development and growth of the *non-governmental, non-state and private* sectors. The declining role of states has been determined by such processes as development of common economic and social space in the European Union, where the principles of liberal labour force mobility, capital mobility and product and services mobility are implemented; moreover, the increasing enhancement of globalisation, and international economic, cultural and informational relations has been also influencing the overall decline of the significance of particular states.

4. Typicality of *manifestation of threats and issues of a new kind* allows us to conceive that each stage of the development and enlargement of the European Union reveals *new threats* and cause *new issues* that are determined by various factors of moral, ideological, cultural, political, social, economic, ecological, military and informational character. Ability to immediately understand these threats and issues, as well as develop and implement effective means for prevention in the modern situation in principle expresses the typicality of the development and enlargement of the European Union.

The analysis of the typicalities described above is very important for the creation of knowledge based society and knowledge based economy in the European Union.

## Conclusions

The central indicator of the processes of integration and political, social, economic development is the creation of an integrated cultural and economic space in Europe that is strongly influenced by many factors, including the expansion of the European Union, especially the integration of the Eastern and Central European countries into the European Union.

The integral cultural and economic space in Europe is defined as a general system of priority values, stereotypes of social behaviour, lifestyle patterns and moral and spiritual standards, typical to all layers of the European countries where the integrity of the cultural and economic space might be understood as the affinity of different systems that can be comprehended as an assumption for association of different cultural and economic spaces into integral cultural and economic spaces.

Processes of development of the integral cultural and economic space in Europe are very complex and controversial; and in this course various problems and conflicts arise, which cause a real threat for further process of the European integration and the expansion of the European Union; therefore, special attention should be paid to the solution of these problems and conflicts.

To encourage the creation of the integral cultural and economic space in Europe, the appropriate cultural and economic policies are necessary to be implemented in the entire Europe. These policies may embrace many priorities, including:

- preservation of cultural and economic diversity of all European countries, as well as ethnic, confessional or other social groups or layers; heritage preservation of these countries; and further integration of these cultures and economies into the overall process of cultural and economic development;
- adaptation and dissemination of the integrated European dimensions in the whole Europe;
- elimination of inappropriate factors within humanism and democracy.

Priorities of cultural policies are especially important for the East-and Central European countries, and for better implementation of these priorities, we propose initiating complex research and diverse scientific and educational projects.

Considering the problems of creating the integral space in Europe, the emphasis should be placed on the provision of equal rights.

The attitudes to the significance of equal rights principle characterize the society and its culture, while the attitudes to this aspect as a priority reflect the system of values of the society. This means that when creating the integral cultural space the attitudes to the value and implementation of equal rights should be coordinated. A significant consideration is the orientation of these attitudes to democratic and humanistic values.

The most important priority of the cultural and economic development in the European Union is the knowledge based society and knowledge economy creation.

Creation of the knowledge economy society and knowledge based in the European Union is a very complex, long-term and ambiguous process.

Creation of knowledge based society and knowledge based economy in the European Union should be oriented towards the solution of the following *problems*:

- problems of insufficiency and increase in the cost of energy and raw-material, as well as problems of secure and reliable import of these resources, along with problems of creation of alternative energy and economies oriented towards alternative raw materials,
- problems of new prospective markets necessary for implementation of production in the European Union, and problems of its development and introduction,
- problems of the required potential development for state-of-the-art products, as well as problems of compatibility of the products oriented towards high technologies in the global markets,
- problems of social security, economic well-being, as well as social, legal and ecological environment improvement.

The creation of the integral cultural and economic space in Europe requires comprehensive investigation. The research into this problem, especially in political and administration areas, is very promising.

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### **Nauji iššūkiai kultūros ir ekonomikos raidai Europos Sąjungoje: ilgalaikės transformacijos**

Santrauka

Straipsnis skirtas atskleisti dėsningumams, pasireiškiantiems vykstant ilgalaikiams kultūros ir ekonomikos pokyčiams Europos Sąjungoje, parodyti šių pokyčių prioritetus, taip pat tokių pokyčių sąlygomis kylančių ekonominės ir socialinės raidos problemų sprendimo galimybes.

Europos Sąjungoje vykstantys ilgalaikiai pokyčiai, nagrinėjami naudojantis šiuolaikine *transformacijų* teorija, kurioje išryškunami

šiems pokyčiams būdingi „priežasčių – pasekmių“ ryšiai, skirtingo pobūdžio bei skirtingos kilmės pokyčių tarpusavio sąveika, taip pat pokyčių ypatumai, skirtinguose Europos Sąjungos regionuose.

Daugiausia dėmesio straipsnyje susilaukė šie klausimai:

- nauji iššūkiai, kylantys Europos Sąjungoje ir pasireiškiantys įvairiose ekonomikos ir kultūros srityse;
- bendros ekonominės ir kultūros erdvės Europos Sąjungoje formavimas kaip ypatingo dėmesio reikalaujantis pažinimo ir tyrimų objektas, ypač aktyvios plėtros Europos Sąjungoje laikotarpiu,
- žiniomis grindžiamos visuomenės ir žinių ekonomikos Europos Sąjungoje kūrimasis realizuojant bendros ekonominės ir kultūros erdvės idėją;
- ilgalaikės transformacijos bei jų dėsningumai, pasireiškiantys Europos Sąjungos kaip visumos aktyvios plėtros laikotarpiu;
- ilgalaikių transformacijų ypatumai, pasireiškę Rytų ir vidurio Europos šalyse tiek tuo laikotarpiu, kai buvo rengiamasi integracijai į Europos Sąjungą, tiek ir įvykus integracijai į Europos Sąjungą.

Ypač pažymėtina, kad straipsnyje kompleksiskai nagrinėjami sudėtingi ir prieštaringi bendros kultūros ir ekonominės erdvės Europoje formavimosi procesai. Daugiausia dėmesio skiriama transformacijoms Rytų ir Vidurio Europos šalyse kaip esminiam tokios erdvės visoje Europoje formavimosi veiksniui.

Labiausiai akcentuojamos transformacijų procesų aplinkybės, veikiančios įvairių visuomenės sluoksnių ir grupių lygių galimybių sampratos pokyčius bei lygių galimybių principo realaus įgyvendinimo perspektyvas. Parodyta, jog lygių galimybių principas išreiškia prioritėtines vertybes, kurias siekiama įgyvendinti bendroje Europos erdvėje: lygių galimybių samprata ir realūs gebėjimai jas įgyvendinti nusako visuomenės brandą bei raidos perspektyvas. Beje, lygių galimybių principo įgyvendinimas nagrinėjamas atsižvelgiant tiek į bendroesius kultūros ir ekonominės erdvės Europoje pokyčius, tiek ir į specifinius transformacijų Rytų ir Vidurio Europoje ypatumus. Ypač svarbu, kad transformacijų procesai, per pastaruosius keliolika metų vykę Rytų ir Vidurio Europos šalyse, ryškiai išreiškia įvairiuose visuomenės sluoksniuose ir grupėse išryškėjusią požiūrį į lygias galimybes kaitą.

Straipsnyje pasiūlyta transformacijų procesų sisteminimo ir klasifikavimo schema, numatant išryškinti tokias Europos Sąjungos plėtros laikotarpiui, būdingų transformacijų grupes:

- transformacijos Rytų ir Vidurio Europos šalyse, išryškėjusios laikotarpiu iki šių šalių integracijos į Europos Sąjungą (iš šių transformacijų išskiriamos tiek bendrosios transformacijos, būdingos visai Rytų ir Vidurio Europos erdvei, tiek ir specifinės transformacijos, būdingos tik atskiroms šalims, regionams arba atskiriems kultūros bei ekonomikos sektoriams);
- transformacijos visoje Europos Sąjungos erdvėje, ryškėjančios vykstant Europos Sąjungos plėtrai (iš šių transformacijų išskiriamos tiek bendrojo pobūdžio transformacijos, atspindinčios pokyčius Europos Sąjungoje jos plėtros laikotarpiu, tiek ir specifinės transformacijos, būdingos Rytų ir Vidurio Europoje pasireiškiančiai Europos Sąjungos plėtrai).

Pasiūlyta sisteminimo ir klasifikavimo schema leidžia kompleksiskai įvertinti daugialypius pokyčius bei pagrįstai išryškinti naujus iššūkius, kylančius Europos Sąjungos plėtros sąlygomis.

Straipsnyje pateikiami bendros kultūros ir ekonominės erdvės formavimosi Europoje skirtų tyrimų rezultatai. Išryškinti svarbiausieji šios erdvės požymiai, atskleistos tokios erdvės formavimosi problemos, ypač tos, kurias sąlygoja Europos Sąjungos plėtra bei Rytų ir Vidurio Europos šalyse vykstantys socialiniai ir ekonominiai pokyčiai. Suformuluoti esminiai transformacijų procesų bei Europos Sąjungos plėtros dėsningumai, išryškinti lygių galimybių užtikrinimo dėlei spręstinių problemų sprendimo būdai ir prioritetai.

Straipsnyje pateikiami iškeltų problemų sprendimo pasiūlymai. Ypač veiksmingomis laikytinos tarpusavyje suderintų nacionalinių ir tarptautinių programų, skirtų plėtoti bendrai kultūros ir ekonominei erdvei Europoje, parengimas ir įgyvendinimas.

Ilgalaikių transformacijų bei jiems būdingų dėsningumų įvertinimas leidžia kryptingai įgyvendinti žiniomis grindžiamai visuomenei ir žinių ekonomikai kurti skirtas priemones.

Raktažodžiai: *transformacijos, bendra kultūros ir ekonominė erdvė, Rytų ir Vidurio Europa, Europos Sąjunga.*

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