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SOCIAL REJECTION AS A PHENOMENON OF MODERN WORLD

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The article examines social rejection as a characteristic phenomenon of the modern world, its conceptualization is carried out in various spheres of social materiality - economic, moral, legal, political. It has been proven that in the era of global world development, in the conditions of digitization of work and social life in general, the spread of the latest information and communication technologies fundamentally transforms individual and social existence, changes the nature of communication and interaction between people and social institutions. As a result, the process of incorporating individuals into the new social reality becomes more complicated and, as a result, social rejection, the exclusion of individuals or entire population groups from their usual social ties, practices, and way of life increases. The reasons and forms of manifestation of social rejection, the influence on its social policy, the functioning of social interests, social responsibility, social tension, civil deprivation, ways and styles of life are analyzed. It is argued that social rejection in its various forms (from property, power, education, other people) threatens the full existence of a person in society, limits his opportunities in the development of his abilities, satisfaction of urgent needs, realization of vital interests and demands. The main reasons and features of the presence of socially excluded people and groups in Ukraine, which face obstacles on the way to a full life and a high level of human development, are characterized. Socially rejected groups of the population are identified and certain recommendations are offered for the development of state policy to overcome barriers to the social inclusion of all segments of the population. The need to implement complex approaches and mutually coordinated measures in various spheres, aimed at solving the problems of social rejection simultaneously in economic, social and political directions, is substantiated.

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Key words: creative class, human development, middle class, precariat, rent-oriented society, social rejection, social policy of the state, transformation.

СОЦІАЛЬНЕ ВІДТОРГНЕННЯ ЯК ФЕНОМЕН СУЧАСНОГО СВІТУ

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У статті розглянуто соціальне відторгнення як прикметний феномен сучасного світу, здійснено його концептуалізацію у різних сферах соціальної буттєвості – економічній, моральній, правовій, політичній. Доведено, що в епоху глобального світового розвитку, в умовах цифровізації праці й суспільного життя загалом, поширення новітніх інформаційно-комунікаційних технологій докорінно трансформується індивідуальне й суспільне буття, змінюється характер зв'язку і взаємодії між людьми і соціальними інституціями. Відтак ускладнюється процес інкорпорування індивідів у нову соціальну реальність і, як наслідок, зростає соціальне відторгнення, виключення окремих осіб або цілих груп населення зі звичних для них соціальних зв'язків, практик та способу життя. Проаналізовано причини і форми прояву соціального відторгнення, вплив на його соціальної політики, функціонування соціальних інтересів, соціальної відповідальності, соціальної напруженості, громадянської депривації, способу і стилів життя. Аргументовано, що соціальне відторгнення в його різних формах (від власності, влади, освіти, інших людей) загрожує повноцінному існуванню людини в суспільстві, обмежує її можливості в розвитку своїх здібностей, задоволенні насущних потреб, реалізації життєвих інтересів і домагань. Охарактеризовано основні причини та особливості наявності в Україні соціально відторгнених людей і груп, які стикаються з перешкодами на шляху до повноцінного життя та високого рівня людського розвитку. Визначено соціально відторгнуті групи населення та запропоновано певні рекомендації щодо розроблення державної політики для подолання бар'єрів на шляху до соціального залучення всіх верств населення. Обґрунтовано необхідність здійснення комплексних підходів та взаємоузгоджених заходів у різних сферах, орієнтованих на розв'язання проблем соціального відторгнення одночасно в економічному, соціальному та політичному напрямках.

Ключові слова: соціальне відторгнення, соціальна політика держави, людський розвиток, середній клас, креативний клас, прекаріат, трансформація, рентоорієнтована суспільство.

Relevance of the research topic.

Globalization, the spread of information and communication technologies, digitalization fundamentally transform individual and social life, change the nature of communication and interaction between people and social institutions. The changeability and speed of life in the modern world, on the one hand, open up new adaptation opportunities and personal perspectives for people, and on the other hand, complicate the process of incorporating individuals into the new social reality and, as a result, give rise to social rejection, exclusion of individuals or entire groups population from their usual social connections, practices and way of life.

The unpredictability of social transformations in the globalized space, the destruction of traditional social structures, established forms of social

life objectively requires a philosophical understanding of various forms of rejection. Russia's full-scale war against Ukraine also updates the study of the phenomenon of social rejection and the development of new approaches to the problems of social inclusion.

Analysis of recent sources and publications.

The study of various aspects of social rejection was primarily reflected in the works of representatives of world economic thought, including U. Beck, F. Braudel, K. Griffin, J. Davis, N. Kabir, R. Castel, R. Lenoir, R. Lister, A. Lewis, A. Sen, K. Schwab, F. Williams. Certain aspects of the manifestation of social rejection in the context of global social transformations and information and communication technologies were considered by Z. Bauman, D. Bell, P. Berger, E. Brynjolfsson, M. Castells, R. Cooper, E. Giddens, S. Huntington,

P. Mason, E. McAfee, M. Nussbaum, S. Ruchir, D. Rose, J. Studwell, E. Toffler, F. Fukuyama, I. Wallerstein. In Ukraine, the works of O. Akilina, V. Andrushchenko, I. Bondar, D. Bogyna, A. Chuhno, V. Voronkova, V. Geets, O. Grishnova, A. Kolot, A. Kondyrina, N. Kovtun, M. Kozlovets, V. Kremen, E. Libanova and other scientists.

The purpose of the article is to study social rejection in the context of global social transformations, information and communication technologies and its impact on human development trends.

Presenting main material. Social rejection as a social phenomenon is a relatively new concept that does not have a universal definition. Scientists define social rejection (exclusion) as a process in which certain population groups or individuals, due to their poverty, lack of basic knowledge and opportunities, or as a result of discrimination, do not have the opportunity to fully participate in public life [1: 28]. Due to obstacles to obtaining important social goods and services due to barriers at the institutional level, at the level of communities and at the personal level (as a result of discrimination or lack of capacity, commercialization of social life), social exclusion causes a decrease in human opportunities and real freedoms of people to lead a fulfilling life. Such people are often excluded and isolated from participation in the economic, political, social and cultural spheres that are the norm for other people.

The theory of social exclusion (rejection) was formed in the early 1970s. in France. R. Lenoir, who is credited with the authorship of the concept of "social rejection", defined socially excluded groups as groups of people from all social categories who were not covered by the social protection system. These included people with mental or physical disabilities, suicidal individuals, elderly people with disabilities, abused children, drug users, criminals, single parents, troubled families, marginalized, antisocial persons, etc. [2: 7]. This

approach to rejection emphasizes the uneven distribution of benefits in society and access to its resources, and as a result, insufficient satisfaction of people's needs.

Among the attempts to approach the solution of the problem of social rejection, the approach of the British scientist Amartya Sen [2] and the American researcher Martha Nussbaum [3], focused on the development of human abilities ("Capability Approach"), human development ("Human Development") should be mentioned. The authors proceed from the need to take into account all the diversity of human activity and to find out those needs, the provision of which is necessary for a decent life. The central concept here is ability (capably), but "it is not only the abilities of the person himself, but also the freedoms or opportunities created by the combination of personal abilities and opportunities available in the political, social and economic environment" [3: 21]. Denoting abilities as "combined abilities", M. Nussbaum singles out ten basic ones among them, including the abilities of life, health, bodily integrity, feelings, imagination and thoughts, emotions, practical reason, belonging - to be able to live with other people and recognize and show concern for other people, participate in various forms of social interaction; to be able to understand the situation of another; have social grounds for self-respect and non-humiliation; to be able to be considered a worthy being whose value is equal to the values of others; to be able to live with care for animals, plants and nature; to be able to laugh, play, enjoy entertainment, control over one's life environment [3: 21-25].

The approach proposed by A. Sen and M. Nussbaum was the basis of global measurements of the UN Human Development Index [4]. Despite the fact that these measurements do not take into account all the conceptual aspects of the researchers' theory, they made it possible to make comparisons between most countries of the world according to

such indicators as life expectancy, the level of literacy of the country's population, the standard of living estimated through GDP per capita at purchasing power parity in US dollars, etc.

The 2022 Sustainable Development Goals Report highlights multi-year progress in eradicating poverty and hunger, improving health and education, providing basic services and more. At the same time, it also indicates the seriousness and scale of the challenges facing humanity. Cascading and interconnected crises, dominated by COVID-19, climate change and conflict, are causing spill-over effects on food and nutrition, health, education, environment, peace and security, and are seriously jeopardizing the Sustainable Development Agenda for the period by 2030, as well as the very survival of humanity. Those areas that require urgent action in order to save the goals of sustainable development and achieve significant progress for people and the planet by 2030 have also been identified [5].

It should be noted that poverty attacks a person not only materially, but also morally. It erodes dignity and leads to complete despair. Living in poverty can lead to: isolation from family and friends; lack of knowledge about available support and services; problems of meeting basic needs, including provision of decent housing, medical care and schooling and the opportunity to receive an education; living in a dangerous area with a high level of crime and violence, in adverse environmental conditions or in a remote and isolated rural area; not being able to pay for utilities or buy healthy food and new clothes and use public transport; living without any savings or reserves in case of crisis situations (for example, unemployment, illness, etc.); the risk of illegal exploitation and forced labor; the risk of being exposed to manifestations of racism and discrimination; the lack of opportunity to take an active part in social and socio-political life and afford

recreation and entertainment [6: 162-163].

In 2021, there were positive changes in the scale of economic poverty with a slight improvement in the average material situation. However, in the context of the COVID-19 pandemic, both the real level of income and expenditure in 2020 was higher than in the previous year. Thus, in Poland, compared to 2020, no significant changes were observed in the social poverty risk map, and positive changes in the scale of poverty were recorded to a greater extent among rural residents than in cities [7]. In the UK, more than 5 million people – more than one fifth (23%) of all workers – were paid less than £6.67 an hour. This value is based on a low pay rate of 60% of average earnings, which is equivalent to just over £12,000 per year for a 35-hour working week. Whereas in April 2006 a 35-hour week would have earned £9,191 a year [8].

Despite progress in the fight against poverty, hunger and disease, global inequality is increasing. Experts point out that the gap in the basic standard of living of millions is not shrinking, but, on the contrary, is increasing. Klaus Schwab, the founder of the World Economic Forum in Davos, cites rather alarming statistics in his work: half of the world's capital is now controlled by 1% (!) of the rich, while the low-income half of the world's population collectively owns less than 1% of the world's wealth. The scientist sees the growth of inequality as the biggest social problem, which causes an increase in the level of crime, the spread of mental illnesses, a reduction in life expectancy, and a decrease in the level of trust in the authorities [9].

Mechanisms developed by international organizations and enshrined in relevant supranational strategic documents have a different focus and use different tools and methods, but they share a common set of basic principles for strengthening coordination and cooperation with the aim of overcoming poverty as the most

important priority of global cooperation. A partial solution to this issue is presented in the "European Platform against Poverty". The main goal of this line of activity is to guarantee social and territorial cooperation against poverty and social rejection, to increase the significance of this problem and to recognize the basic rights of people in a difficult situation, giving such people the opportunity to live a dignified life and take an active part in public life [10 : 4-5].

The tasks of strategic planning to overcome poverty and social exclusion in the countries of the European Union are defined as follows: creation of a basis for cooperation, exchange of experience and dissemination of the practice of obtaining results in the fight against poverty; implementation of specific actions to support vulnerable population groups; assessment of adequacy and resistance to social changes of social protection measures, pension systems; identifying ways of better access to health care systems; development and implementation of social innovation programs for the most vulnerable segments of the population by providing innovative technologies in training and education; creation of jobs for poor population groups; the fight against discrimination, as well as the development of new rules for migrants, which will allow them to use their potential [6: 164; 11; 12; 14].

Another reason for social exclusion is the exclusion of many people from the labor market. The modern technological revolution is quite quickly displacing millions of workers from the labor market and creating a large class of redundant people, which may lead to social upheavals in the future. Of course, the disappearance of many traditional professions in a wide variety of industries will be partially offset by the creation of new ones. But new professions require high qualifications, which means that the issue of employment of unskilled workers will remain open. We think that it will be

easier to create new jobs than to retrain the people who have to fill them. During previous waves of automation, people were generally able to easily move from one monotonous and unskilled job to another. At the same time, such a transition required minimal retraining.

Today it is much more difficult to do. Therefore, in the future, despite the emergence of new professions, a large class of "extra" people may arise. It is not excluded that the situation may deteriorate in two areas at once - a high level of unemployment will be accompanied by a shortage of qualified specialists. In addition, no profession is immune to automation, as technology and work activities will constantly improve. This means that the process of the emergence of new professions and retraining of people will never stop. By the middle of the 21st century, not only the idea of "lifetime employment" but also the concept of "profession for life" may become hopelessly outdated [15: 48-51].

In 2019, Oxford University scientists predicted that in the next 10-20 years, almost half of the jobs in the United States will be occupied by computers. According to experts, as many as 53 professions may disappear or change significantly by 2030. Among them, accountants, notaries, lawyers, consultants, copywriters, proofreaders, journalists, and translators are popular today on the Ukrainian labor market. That is, in the coming decades, due to the total application of automation in production, many professions will generally die out or fall into the risk zone. Robots, with practically zero cost in the production of various products, will displace tens of millions of workers who will replenish the army of the unemployed [16: 122-123].

Another angle of contradictions is the phenomenon of "digitalization of work". Today, new forms of employment have appeared – network workplaces, voucher work, portfolio work, mass employment, as well as new types of flexible employment organization (strategic

exchange of employees, temporary management, joint employment, daily, periodic and on-call – types of work, special forms of labor organization: cooperation of self-employed workers, umbrella organizations, etc. Thus, the contradiction between work as the basis of human life and new forms of economic organization aimed at reducing labor in all spheres of production increases. The spread of non-standard employment leads to new forms of rejection, which are associated, among other things, with negative consequences for society, social groups, and the individual. The phenomenon of "slave labor" is also reviving.

In situations where someone failed to adapt to transformations, according to K. Schwab, people can be divided into winners (capable of accepting technological transformations) and losers (those who reject them). The latter will not be able to take advantage of the advantages provided by the fourth industrial revolution. For example, in the same genetics, when not only the life expectancy will be significantly extended, but also the physiological properties of the human body, laid down by nature in the process of evolution, will radically change. In this regard, the author does not rule out the emergence of potential class conflicts and clashes between two types of people - between those who are at the forefront and those who will be on the margins of the digital age [9].

Klaus Schwab identifies twelve areas of technology that will transform the physical world. This primarily concerns artificial intelligence and robotics, advanced materials, additive (three-dimensional printing) manufacturing, biotechnology, geoengineering, the space industry, neurotechnology, renewable energy, blockchain (distributed ledger technology), and the Internet. The researcher concludes that, for example, biotechnology in the current century will be much more difficult to control than digital technologies, since science will deal with living organisms. And such fears are not unfounded. After all, for the

first time since the existence of civilization, invented technologies will launch the process of synthesis in the physical (man), digital (cybernetics) and biological (fauna and flora) realms [9].

In order to face the unprecedented technological and economic dangers of the 21st century, it is necessary to create new social and economic models of social development as soon as possible, which should be aimed at protecting people, not professions. Creativity is one of the key skills of today and the future. One of the reasons for this is the automation of many processes, the role of artificial intelligence, as a result of which professions that are based on repetitive actions will be at risk. Instead, it affects creative industries to a lesser extent, which is one of the strategic reasons for strengthening their development.

Ukrainian researchers N. Kovtun and N. Wenzel, considering the controversial impact of industry 4.0 on society and the economy, name the quality of specialist training among the priority measures to mitigate its impact on the professional competencies of an employee. Scientists drew attention to the need for fundamental reforms of the educational system, the organization of constant monitoring of changes in the labor market and taking into account the latest trends, including the sphere of non-standard forms of employment, the introduction of the institute of professional certification, as it is used in Western countries [17].

Today, new forms of inequality are emerging, which are manifested primarily in the field of education and access to technology. According to UNDP experts, if measures are not taken, the gulf separating different sections of the population and countries will widen to a scale the world has not seen since the industrial revolution. "What used to be considered an "extra plus", say, studying at a university or broadband Internet, is gaining more and more importance, and people who do not have these opportunities are deprived of the necessary "springboard" to succeed in

the future", – a convinced representative UNDP Pedro Conceição [18: 2].

Changes and transformations of social life are always difficult, and the rapidly changing world of the beginning of the 21st century has caused a global epidemic of stress. People do not always have enough emotional stability to withstand this endless race, the permanent process of the emergence of new professions and retraining. Therefore, a class of "extra" people can appear not only due to lack of work or lack of education, but also due to weak psychological stability. Overcoming social anxieties in conditions of rejection is possible with the help of active participation in joint activities (semi-being) based on the development of trust in social institutions.

Recently, the problem of the growth of precariat tendencies as a property of work and non-standard (flexible) employment, the formation of a new social class of people - the precariat – has been actively discussed. As a fundamentally new formation of the second half of the 20th – beginning of the 21st century. the precariat is represented by workers with temporary or part-time employment, which is permanent and stable in nature, and who are involved mainly in the shadow sector of the labor market, as a result of which their social rights and social status are reduced. The precariat is characterized by an unstable social position, weak social protection, lack of many social guarantees, unstable income, and deprofessionalization. People of the precariat minimally identify themselves with a specific professional community. In many countries of the world, the precariat reaches 30-40% of the working population. Therefore, it largely determines the face of modern society. For people of this social class, various options for behavior are possible: resignation to the situation, attempts to adapt, active actions (from protest actions against the ruling regime to criminal activity) [19; 20: 12–17].

A peculiar form of social rejection is also the increase in the number of people who literally fall into psychological and material dependence on a bad habit, which is commonly called gambling (gambling business). For example, the population of Ukraine is generally considered to be poor. And even more so in the conditions of the crisis, it is difficult to imagine that already poor people "put" their own money into slot machines. The excitement blinds the eyes, and despite the fact that such establishments are never "in the red", and therefore the players are doomed to eventually lose, people continue to play. For the sake of filling the emptiness of your life with at least some emotions and hope for a "fart". This is a kind of pernicious attempt to escape from reality.

The problem of social rejection is largely characteristic of Ukraine. Based on the characteristics of social rejection generally accepted in the West, domestic researchers have developed a block of indicators of rejection in Ukrainian society: economic (in particular, low income, unsatisfactory housing conditions); market (unemployment, part-time employment, seasonal work); legal (unofficial employment, uncertain legal status of a person); social and labor (instability of work, flexible forms of employment, difficult and harmful working conditions); socio-psychological (inaccessibility of the system of social protection, medical care, limited social ties, lack of confidence in keeping a job, uncertainty in the future); cultural and educational (unavailability of educational and cultural services); political (impossibility of realization of political rights and freedoms) [1; 21].

The following categories of population can be attributed to socially rejected groups in Ukrainian society: unemployed; employed population with extremely low incomes, whose salary is calculated within the minimum; people who are employed in the informal sector of the economy; persons who do not have a stable job or confidence in its

preservation, although they work under legal contracts; employees who are not covered by collective agreements; people who officially work under conditions of forced part-time employment (for example, workers who are on vacation without saving wages for the period of suspension of work); self-employed persons of creative professions; employees transferred for economic reasons to work part-time or weekly; seasonal workers; employees who work in difficult and harmful working conditions; illegal migrants [21; 22; 23: 24–28].

Today, a large part of Ukrainians feel alienated from social processes, their social undemandingness. It is obvious that the main form of social rejection, which determines its other forms, is economic, especially low incomes of the population compared to the incomes of citizens of neighboring countries. If in the 1970s and 1980s there was no significant difference in the standard of living of Ukrainians compared to citizens of, for example, Poland or Romania or Lithuania, today this difference is significant. The expectations and hopes of Ukrainians for a radical improvement in their lives after the economic collapse of the USSR were not fulfilled. According to European criteria, Ukrainians live in a slightly different dimension. So, in September 2021, the average monthly salary was UAH 14,239 without taxes, and with taxes - UAH 11,462, or a little more than \$430 per month. The minimum wage in Ukraine is also extremely low, which today is 6,700 hryvnias, or a little more than 150 euros, while, for example, in Greece, squeezed by the "hard economy", this indicator is equal to 683 euros [24].

Poverty drives thousands of Ukrainians to labor migration, thus reducing the number of able-bodied and qualified population, reducing the growth of the gross domestic product and the possibility of increasing and equalizing the incomes of residents. Temporary labor migration is gradually transforming into emigration with the relocation of

families and children to Western countries, deepening the demographic crisis.

The National Report on Human Development in Ukraine "Ukraine: On the Road to Social Inclusion" emphasizes that every person should have the opportunity to live a long and healthy life, get an education, freely use their knowledge and talents, determining their own destiny. Society cannot achieve a high level of human development in the presence of socially rejected people or groups who face obstacles on the way to a full life. According to the Constitution of Ukraine, everyone is guaranteed the right to work, entrepreneurial activity, social protection, a sufficient standard of living for himself and his family, health care, medical assistance and medical insurance, an environment safe for life and health, education, etc. Ukraine declared its goal to build a socially oriented market economy, which defines human development as the basis of the state's social policy and as a measure of the country's economic and social progress [1].

The paradox of current Ukrainian life is that the poor population, which is in a state of survival, with lost social prospects and mistrust of the authorities, is at the same time oriented towards the values of the consumer society. In conditions of growing chaos of social relations, destruction of social order, and other systemic deviations, processes of erosion and loss of interests by social groups occur. A number of communities are disoriented about their indigenous interests. False, utopian, whimsical interests are imposed on them. There is also such a phenomenon as reluctance to work more to earn more; insufficient professionalism and reluctance of employees to undertake responsible tasks. As a result, there is a kind of stratification of the population in the country according to the degree of workaholicism and purposefulness. Sociological studies show that people with a low level of wealth, a lower level of education, more often demonstrate a

paternalistic orientation towards the state.

The problem of social rejection took on a new dramatic dimension against the background of Russia's full-scale aggression against Ukraine. The war deprived millions of Ukrainians of their sources of livelihood and housing, forced millions of workers out of the labor market, created more than 9,5 million refugees (of them, 3,7 million people returned) and more than 6,8 million internally displaced persons [25]. Many people lost their steady income. Someone found himself in the conditions of martial law, and someone could not. Many participants in Russia's war against Ukraine also feel unheard. Moreover, we need not only material help, but also moral, social and psychological support.

Unfortunately, Ukrainian society is currently characterized by social derivation – the restriction or deprivation of access of a significant number of people to material and spiritual resources, opportunities that are necessary to meet the basic life needs of individuals or entire groups. Rejection from those social groups with which a person has identified himself is expressed in the growth of anxiety caused by the threat of losing the social basis of his identity. In this case, rejection acts as an existential trauma, accompanied by anxiety in front of a reality hostile to a person, which threatens his identity.

It is clear that the changes in the socio-political system, the transformation of forms of ownership, the disintegration of old and the formation of new social institutions caused radical transformations in the sphere of social consciousness. Its deepest layers, which are part of the matrix of perception and interpretation of the natural and social world, also undergo changes. The degradation of the statuses of social groups, the destruction of the normative value system, and the loss of social stability are reflected in the public consciousness in generalized

negative associations associated with the corresponding image of Ukrainian society, in the depressed state of the social well-being of the population, a high level of anxiety, and the prevalence of various phobias [26: 11].

So, at the current stage of Ukraine's development, social rejection is a stable multidimensional phenomenon, and to overcome it, it is not enough to focus attention on only one area of its manifestation – poverty reduction. It is the restrictions in the economic, cultural, educational, social and political spheres that narrow people's freedom of choice, which is a direct obstacle to achieving a high level of human development in Ukraine. In view of Ukraine's European integration aspirations, it is also necessary for us to develop and implement a social policy aimed at social inclusion, in accordance with the practice existing in the EU countries.

Conclusions. A notable feature of the modern era is the growing level of social rejection in its various forms: from property, power, education, other people, which threatens the full existence of a person in society, limits his opportunities to develop his abilities, satisfy urgent needs, realize life interests and plans. The onset of the technological revolution, the automation of production, the establishment of the "digital economy", the fusion of artificial intelligence with biotechnology, the neoliberal concept and logic of capitalism with the free market, the Covid-19 coronavirus pandemic have displaced millions of workers from the labor market and created a large class of redundant people, which generates mass discontent existing state of affairs and threatens the stability of the current system, may lead to social and political upheavals. The problem of social rejection took on a new dramatic dimension against the background of Russia's full-scale war against Ukraine. Achieving a high level of human development is impossible in the

presence of a significant number of the population, which is socially rejected.

The analysis of the phenomenon of social rejection in the modern world proves: firstly, the need to find and form a new paradigm of social existence, which will, on the one hand, take into account the growing role of the subjective factor in history, and on the other hand, an internal disorder, a spiritual crisis of sub object; secondly, in the post-industrial society, the phenomenon of rejection acquires global scales of ecological, production-technological, and spiritual order.

Moreover, in the context of world politics and economics, it is embodied in the opposition of the "golden billion" and the rest of humanity, North and South, West and East; thirdly, a person in a post-industrial society often loses a holistic idea of the meaning of being, personal existence.

The program to overcome social rejection as a multidimensional phenomenon requires complex approaches and coordinated measures in various spheres, in particular, in the economic, socio-psychological and political-legal spheres.

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