

Taking into account all the benefits mentioned above we can conclude that chair office massage is a good way to improve employees' productivity at workplace when applied on a regular basis by licensed massage therapist.

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**Anatoliy Melnyk**, Doctor of Philosophical Sciences, Professor

**Olga Melnyk**, Candidate of Philosophical Sciences, Associate Professor

Chernihiv National University of Technology, Chernihiv, Ukraine

### THE HISTORY OF UKRAINE AS A SUBJECT OF THEORETICAL- PHILOSOPHICAL AND IDIOLOGICAL-POLITICAL DEBATE

The interpretation of history acquires a special importance in the societies that are in a period of transition, which Ukraine can be an example of. When fundamental transformation is going on in all spheres of social life there is always a certain update of the content of history since it's released from the layers of totalitarian past, falsifications and distortions. This vision of the past from the present can explain the phenomenon of idolisation and deideolisation of history in the research works of Ukrainian scientists of the end of XX - beginning of XXI centuries.

Considering the advancements in methodology of social cognition, e.g. transformational (V. Andrushchenko, L. Hubersky, V. Krysachenko, M. Mihalchenko), modernization (V. Evtukh, A. Pogorily V. Tancher, S. Tsymbaliuk) synergetic (L. Bronnikova, L. Gorbunova, I. Dobronravov, V. Lukyanets, V. Lutay, I. Predborska, E. Sobol, V. Shevchenko), and socio-cultural-civilizational (I. Boychenko, C. Crimean, V. Lyak, M. Mihalchenko, H. Ortega-i- Gasset, M. Popovich, V. Tabachkovsky, V. Shynkaruk) we can trace the peculiarities of the radical social changes in modern Ukraine, as well as the constructive and destructive actions of social forces that make the history of this country [1, 2, 3, 4].

The authors stress that only scientific non-party interpretation of history based on an objective critical attitude will let us identify the limits and main principles of our civilized being. History in this sense stands out as a wise mentor and counselor, a treasury full of ideas, opinions and social experience through which the fundamental law of social progress is carried out - its heredity.

The authors empathise that the interpretation of the history of Ukraine can not be performed under the slogans of primitive deideolisation or non-party principles. Deideolization of history, which is the release from the "capture" of class ideologies that seek only one-way interpretation of the history of Ukraine, is vital. At the same time the country should have the state idea and this idea should be the basis of the Constitution of Ukraine.

The stumbling block which different political forces have disputes over is the determination of the main direction of development of Ukraine. In this context, the historical choice of European or Eurasian vector of development of Ukrainian history is regarded by the authors as a sign of ideological and civilizational split of Ukraine. The geopolitical position of Ukraine on the verge of two major civilizational spaces - European and Eurasian - has always

been one of the determining factors of its historical and political destiny. Historically and politically for at least four centuries the major part of Ukraine was under the influence of Eurasian socio-cultural traditions (Russian), and later – of the Soviet empire. The splitting of national mentality and, consequently, the difficulties in forming a coherent system of geopolitical priorities, national interests, unified national strategy to a great extent caused the failure of attempts to build national statehood of Ukraine in the XVII and early XX centuries as well as modern challenges of the formation of Ukraine as a European state.

Having acquired certain political credibility in the mobile environment of modern Europe, Ukraine faces a choice of alternative models of geopolitical behavior. Thus, the authors state that the need for political choice is presented as a problem of historical knowledge. In modern geo-strategic research works by M. Mykhalchenko, for instance, we can trace his position on possible ways of the development of national history: 1) Eurocentric orientation with gradual evolutionary entrance into a united Europe; 2) Eurasian orientation with close contacts with Russia; 3) a "free shooter" who is looking for its luck across the globe focusing on the world centres of economic development [4]. Trying to find out which choice is the most promising and why Ukraine is still teetering between East and West, the authors come to the conclusion that there's no definite answer to this question. Firstly, in 1991 Ukrainians for the most part were not politically, ideologically and psychologically prepared for the union with "western imperialism preparing for the World War". The stereotypes that had been formed for decades were still vivid. Secondly, the destruction of the bipolar world in the early 1990s did not lead to the promised "open doors" to the West for post-Soviet countries, primarily for Russia and Ukraine as they were too big for fast convergence (and integration) with the West. Besides, the West applied double standards to former Soviet countries. The so-called Western democratic universalism was valid only in the West. The post-Soviet countries were measured according to the principles of the new version of pro-Western isolationism - when strict visa, quota and humanitarian standards were applied to them, as to so-called "hostile countries". Thirdly, "the West" vector can not be implemented without establishing close cooperation with NATO because Ukraine is more valuable to NATO than to the EU, for which a significant part of Ukrainian products (especially agricultural) are only the extra trouble. However, Ukraine is not ready to fulfill the mandatory requirements for candidates to NATO, namely, to higher the level and proportions of funding the Armed Forces (weapons, ammunition and food, military infrastructure); to provide a certain quantity of servicemen in the army; to switch to weapons that meet NATO standards, and so on. Fourthly, neither European nor Eurasian way of the development of Ukraine depends on the political rhetoric or on the declarations of intent. The way to the future depends on the pace and quality of reforms, on the willingness of people to go to Europe, to a normal civilized life or to remain "Asiatic" with its totalitarianism and a criminal state of powerless people.

The conclusion is that from the aspect of historical cognition, the need for a political choice is reflected in the search for civilizational identification of Ukraine as well as in the formation of the open and valid society. The need for the political choice arises the problem of social practice as well, as Ukraine must defend its national interests, solve the problems of its security, economic and social development. Considering all this, Ukraine seeks to realize itself in the geopolitical space in the context of development of the world civilization, to determine priorities, the real national interests and to develop a strategy and tactics for their implementation. Solving these tasks led to the development of science-based geo-strategy for Ukraine, one of the main principles of which has become the principle of multidirectional foreign policies.

However, multidirectional foreign policy does not mean the equivalence of all its components. Among the vectors we should single out the principal ones and those of higher priority, which actually determine the foreign policy strategy of Ukraine and its strategic partners.

The historical development of the people and the culture is directly connected with the education by means of historical knowledge as well as with the development of historical science and education. The education by means of historical knowledge is regarded as an issue of the unity of generations, the unity of history, education and culture. We emphasise that historical education helps to learn the human and national values, to understand the surrounding reality and to gain confidence in the future.

The formation of historical consciousness of young people is one of the most difficult tasks facing the Ukrainian society in the current period. The attitude of a person to the historic reality, to the past and to history itself is formed in the process of understanding this historic reality. The attitude includes the evaluation of history. It is regarded as an element of historical consciousness and as a basis for the development of practical motivation for the human society and its vision of the future. Thus, knowledge - attitude - motivation is the formula that reflects the structure of historical consciousness. This formula helps to form historical consciousness with young people. According to it the guarantee of the proper motivation is adequate knowledge. So, historic knowledge and education of young people should be given proper attention, especially in the situation of contemporary pluralism of opinions and interpretations of history. In this regard, it should be noted that the self-identity of young people on the backdrop of historical continuity today outlines the origin and development of the youth ideology. Its characteristic feature is the orientation not against the older generation but, above all, to the change of the status quo. At the same time the historic memory of youth is shallow and not sufficiently structured. Young people are known for their more radical assessment of the past. In the 1990s there began a social transformation of the historical consciousness, and simultaneously there was a change of priorities in the historical consciousness of youth. There was reassessment of historical values, events and historical figures.

Analysing the state of modern historic education, we emphasise that the main goal of the national historic education naturally derives from cognitive and ideological function of history as a science and subject and is to give people a system of scientific knowledge on the history of both mankind and the Ukrainian people, help them to learn the instructive historical experience of ancestors, acquire the skills to objectively evaluate facts and events of the past and on this basis to confidently navigate the modern life and see its perspectives.

The need for the implementation of Ukrainian country-studying approach to history as a science and a subject will stimulate its self-development, promote the integration of historical knowledge in the Ukrainian country-studying system and will significantly enhance cognitive and ideological-educational function of history. An essential pre-condition for the increasing of role of history is the establishment of national historic education related to philosophical education and built on the principles of consistency, continuity and succession. Constructive cooperation between philosophers, historians and Ukrainian studies specialists will promote consistent implementation of nation and state building potential of the historical science and education.

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