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CONCEPT OF CRISIS IN SCIENTIFIC DISCOURSE

The article examines the main approaches to the concept and content of crisis in scientific literature. The main trends in the development of the crisis and its contradictions are analyzed. It is emphasized that most crises and their understanding are the result of a combination of human errors, institutional «failures» and constant changes in the sphere of functioning of society and states. The main stages of the development of theoretical approaches regarding the concept and content of the crisis and its main derivatives are considered. It has been proven that he does not have a clear understanding of the concept and essence of the crisis; there are three main approaches to understanding the concept and content of crisis; there are several stages of development and formation of the concept and content of the crisis; for the most part, researchers give this phenomenon a positive or negative character. This is explained by the complex nature of these phenomena and insufficient attention for a long time.

It is indicated that analyzing the existing definitions of the concept of «crisis», we can talk about three main approaches: a crisis is a stage of the life cycle of any system, that is, a form of its development; crisis is a turning point in the functioning of the system, which provokes any changes, regardless of the result; a crisis is a deterioration of one or more parameters of the system's functioning, which can even lead to its final disappearance. It is emphasized that the crisis is not a separate

phenomenon, but a process unfolding as various factors and forces interact in an unpredictable manner; disruption of the usual daily rhythm of life; the emergence and increase of anxiety and stress in the population; potential and real threats to basic values and structural social systems. It has been proven that all views on the concept and meaning of «crisis» and related concepts are determined by the established framework of their interpretation, as well as by the theoretical and spatiotemporal relationship in which they are interpreted. The conducted research shows that in modern scientific literature there are many approaches to understanding the concepts of crisis and risk, sometimes they are even opposite to each other.

In this regard, it is appropriate to generalize the existing approaches to these concepts. This will provide an opportunity to more comprehensively reveal the essence of the concepts and will help during the formation of crisis and risk management policy. The modern world is quite complex and dynamic, which leads to the appearance of an increasing number of various crises and risks. Only a thorough understanding and perception of the crisis will allow, if not to avoid them, then to get out of them with the least losses.

Key words: *crisis, risk, threat, danger, strategic risk, uncertainty.*

Statement of the problem in a general form. Human history is evidence of constant conflicts, crises and emergency situations. Not a single continent and not a single country managed to escape dramatic events that brought danger, troubles, grief and despair. Wars, emergencies, various disasters and crisis situations are only a small number of examples that have common features of crisis and risks. Under such conditions, risk is an integral part of business activity in any field. It is faced not only when making relevant management decisions, but also in the case of inaction, which is associated with the risk of not using opportunities. Modern living conditions dictate new rules. The changes taking place around make it difficult to make bold decisions, and sometimes even take risks. In addition, the riskier the decision, the more likely it is to get the desired result. However, the probability of losing is quite high. However,

not taking risks does not mean not taking action. The result of the absence of risk is the absence of a desired or necessary outcome. The task of every field of human activity today is not to avoid risk altogether, but to try to predict, evaluate and reduce risk and its negative consequences to a minimum. To perform such a task, you need to clearly understand the concept and meaning of the crisis.

Analysis and research of publications. The term «crisis» comes from the Greek. The word κρίσις, which is translated as output, ending, today is used to denote a turning point that separates one qualitative state of the environment or system from another [5]. The spread of the concept of crisis became possible thanks to medicine, which used this concept to denote a short period in the course of the disease, during which the question of whether the patient would survive or not was decided. In parallel with this, this concept began to be used to reflect political situations and military clashes. In the XVII-XVIII centuries there is a further spread of the concept of «crisis» in the sense of a complex decisive thesis regarding the politics and war of those times. According to R. Kozellek, precisely during the French Revolution, the crisis becomes a central interpretive tool of political and social history, turning into a significant historical concept with a complex meaning. In the 19th century more specific concepts of crisis, tied to one or another sphere of activity of society and the state – political, economic, social, etc., begin to emerge and spread [17].

Currently, there is no generally accepted definition of crisis in the scientific literature. However, in most encyclopedic and explanatory dictionaries, the definition of crisis is practically universal. Most of such dictionaries define a crisis as «a sharp, steep turn in the development of events, a difficult transitional state; an acute complication of some situation, a difficult situation» [26]. This interpretation does not foresee the direct occurrence of unequivocally negative consequences of such events. However, this concept carries a negative connotation, foreshadowing the undesirability of the crises themselves [15]. It is indicative of the interpretation of the crisis as «a serious threat to the main structures or basic values or norms of the social system, which forces a cardinal decision to be made in conditions of limited time and significant uncertainty» [23]. This definition reconciles two groups of classical Western

theories: theories of development and theories of choice. The theory of development considers the crisis as a «discontinuity» or interruption of the development of society. The theory of choice interprets the crisis as a serious threat, the danger of human death or economic damage, typical of accidents, disasters, catastrophes and armed conflicts [20]. Other proponents of the theory consider crises to be situations without visible mass destruction and victims, which, however, are characterized by implicit and indirect social and psychological dangers [10]. The possible consequences of such materially imperceptible events for the functioning of society can be no less serious than accidents and disasters. With this approach, it is possible to define a crisis as a general stress [7]. Such interpretations lead to an understanding of the crisis as a factor that threatens the integrity and stability of society as a whole as a system or specific social groups and individuals. In our opinion, a crisis is an aggravation of contradictions in a certain system, which creates risks and threats to its existence and normal functioning – from a supercritical state to complete disappearance.

The complexity of this concept logically led to several stages of searching for its optimal interpretation. In particular, at the end of the 50s and 60s of the 20th century, the interpretation of the crisis as external in relation to such elements, subsystems and systems of threats, which were mostly of a natural nature, began to prevail in the scientific literature. Later, crises begin to be interpreted as natural, military-political threats and crises that bring death and destruction to humanity, and can even lead to the destruction of an entire nation [22].

The beginning of the 70s led to the interpretation of the crisis as a threat and their realization in the form of accidents and disasters, the source of which were engineering systems, the violation of which led to dangerous consequences for society and the environment. In this period, a gradual rejection of the perception of the crisis as «God's providence» begins [19].

At the turn of the 1980s and 1990s, a steady tendency to move away from the former understanding of the crisis, which had become too narrow for a world that was changing its borders, rapidly developing and technologically progressing, began to form in scientific literature. Un-

der such conditions, crises were no longer considered exclusively as an external factor, they turned into an integral part of the way of life of mankind.

As for modern researches devoted to crises, attention should first be paid to the works that consider the conceptualization of the concept of crisis, the methodology of its research, as well as the evolution of scientific reflection on this issue. Thus, the American researcher C. Flanagan defines a crisis as «a challenge to the current government, a threat to its authority, reaching a level at which the power structures are no longer able to maintain the stability of the existing system» [11]. The Danish political scientist P. Svensson distinguishes between the concepts of «crisis» and «breakdown»: in his opinion, a crisis in democratic systems is possible without the destruction of the foundations. As an example, the scientist cited the transformation of the parliamentary Weimar Republic into a semi-presidential one in 1930-1932 [24]. Researchers Y. Rosenthal and B. Pijnenburg emphasized that crisis situations are characterized by «a state of uncertainty, high danger, a sense of urgency» [21]. Instead, P. Green defined a crisis as «loss of control over the situation» [13]. According to T. Grenz, a crisis is «an unplanned and undesirable, time-limited process, that can significantly interfere with and even make the functioning of the system impossible» [14]. Researcher L. Barton defines a crisis as «a large-scale, unforeseen event that leads to potentially negative results. This event and its consequences can cause significant damage and losses to the entire enterprise: employees, finances, and reputation» [8]. Most modern researchers, defining the crisis as an aggravation of contradictions, emphasize the cyclical nature of its occurrence. However, as noted by A. Bass, cyclicity does not follow from the presence of contradictions at all [2]. The crisis is only a reflection of the essence and nature of contradictions that have accumulated to a critical level within a certain economic system [2].

Analyzing the existing definitions of the concept of «crisis», we can talk about three main approaches. First, a crisis is a stage of the life cycle of any system, that is, a form of its development. Secondly, a crisis is a turning point in the functioning of the system, which provokes any

changes, regardless of the result. Thirdly, a crisis is a deterioration of one or more parameters of the system's functioning, which can even lead to its final disappearance. It should be noted that recently, when speaking about a crisis, most researchers mean the spontaneous process of an avalanche-like destruction of the system, and the patterns of this process are absolutely the same for different systems, whether it is a human body, a family, an organization, or a country [25].

The main function of the crisis is to eliminate those elements that are unsustainable and least stable. In modern science, it is generally recognized that crises contribute to the elimination of weak elements or components with outdated ways of functioning and forms of organizing their activities. Every modern system (country, industry, region, enterprise) experiences crisis situations during its existence. And each solves the problem of getting out of the crisis. As a result, some disappear quickly, while others exist for tens and hundreds of years. As a result, today the crisis is not a separate phenomenon, but a process unfolding as various factors and forces interact in an unpredictable way; disruption of the usual daily rhythm of life; occurrence and increase of anxiety and stress in the population; potential and real threats to basic values and structural social systems. Complexity, interdependence and politicization are the main characteristics of the modern concept of crisis.

In addition, the modern understanding and perception of the crisis is mostly positive or negative, and only some researchers try to find the «golden mean» of this phenomenon [5]. With a negative approach, the crisis is perceived exclusively as a destructive force and a threat to the existence of any system. A positive attitude to the crisis is reflected in the form of a gradual movement that leads to the optimization of the system or its complete destruction in case of failure to develop and adapt to the conditions of the changing environment. Differences in interpretation are explained by the fact that researchers who give the crisis a positive or negative assessment rely on the presence or absence of system stability and various reasons for the emergence of the crisis (fig. 1).

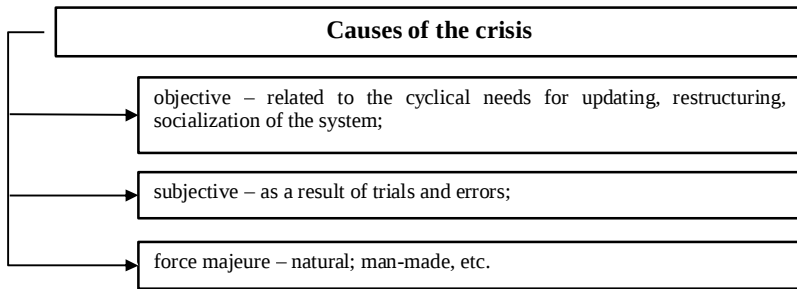


Fig. 1. The main causes of the crisis.

Source: generated by the author

In our opinion, it is optimal to treat the crisis as an objective process that leads to the optimization of the system or to its destruction in case of inability to adapt to new conditions and develop. This approach is justified because it is based on the dialectical unity of the main tendencies in the existence of the system – sustainable functioning and development, which gradually replace each other.

If the system functions stably, the crisis can be relatively easily overcome due to the stability of the external environment. It is worth pointing out that at the current stage there is a whole series of destabilizing factors, both internal and external environment of the system, which are quite difficult to predict. This state of affairs forces us to consider the crisis not as an opportunity, but as a threat. In addition, each new crisis is unique, special and unpredictable (fig. 2). Note that, despite its uniqueness, any crisis will necessarily have a social, economic, technical or political character.

Given the complex nature of the crisis and its consequences, it is important to understand the role of the threat as an important indicator of the crisis. Let us emphasize that the degree of danger shows the seriousness of damages, including threats to people's lives and health, their material and spiritual values. The scale of damage reflects different levels of vulnerability – the system as a whole (society), its subsystems (social groups), and individual elements (personality).

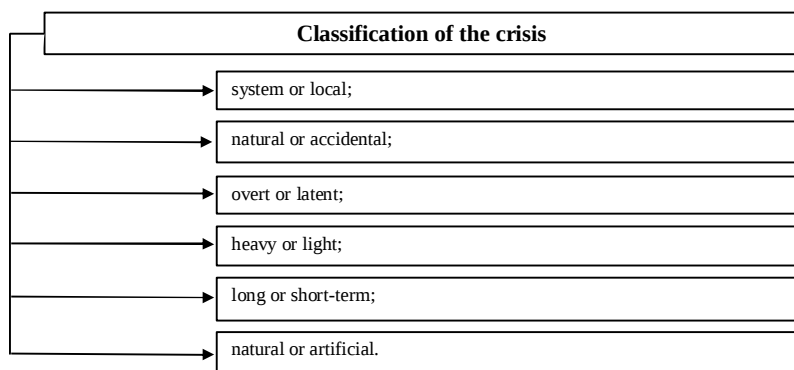


Fig. 2. Classification of the crisis.

Source: generated by the author

The degree of danger of threats and vulnerabilities that arise or increase during a crisis is a reflection of the level of risk for the socio-economic system and its components. It is the category of risk, under which we understand the degree of possible danger and the consequences of its implementation, expressed in quantitative form that integrates the concepts of danger and vulnerability into a single whole. The concept of «crisis» is closely related to the concept of «risk», which to one degree or another affects the methodology of developing any management decision. If you exclude the crisis from the risk, then the acuteness of risk perception will also disappear. Both crisis situations and ordinary mistakes will become unexpected, and because of this, even more difficult and dangerous. It is worth emphasizing that the derivation of risk from danger was constantly emphasized by various researchers. In particular, M. Luhmann believed that «modern society considers danger only as a risk and perceives it only as a risk» [18]. This point of view was shared by U. Beck, developing the ideas of the concept of «risk society» [9; 28; 29; 30]. In particular, U. Beck formulated the thesis that modern industrial society produces, as an unconscious consequence of its economic growth and technical development, such a risk that exceeds the level of tolerance and becomes a self-destructive excitement [9]. The

British sociologist E. Giddens stated that the concept of risk originates in the insurance system, which was born in connection with sea voyages of the 16th and 17th centuries. A risk is a potential danger, it is something that may, but not necessarily should occur [12]. Initially, this concept referred to the danger associated with overcoming significant distances in space. Later, it was applied to banking operations and investment activities, which are related to time and the possible consequences of certain economic decisions. Note that the organic interrelationship of risk with vulnerability, which characterizes the object's (subject's) loss of resistance (protection) to the adverse impact exerted on it, is not always and not recognized by everyone. We emphasize that the risk for a specific object (subject) arises only in the presence of a source of any danger; its influence on a given object or susceptibility to influence is measured by the level of protection or vulnerability of this object to such influence. Similarly, there is a risk of a certain action, but under conditions, if there is a danger of harm to the subject or the object of decision implementation. At the same time, the solution may or may not provide sufficient protection against this danger.

Therefore, it is the presence of danger and vulnerability that is a necessary and sufficient condition for the occurrence of risk; it is this condition that is an important characteristic of risk. Another important characteristic is measurability, which also allows us to separate the concepts of risk and uncertainty. It was F. Knight, who was one of the first to emphasize the difference between the specified categories, emphasizing the fundamental difference of risk, characterizing it as «measurable uncertainty» [16]. In situations of risk, we can use objective values of probabilities for statistical forecasting (probability can be determined based on the previous period), while in situations with uncertainty, probability is used as a subjective assessment of possible consequences [6]. In particular, a decision is made under conditions of uncertainty, when it is impossible to estimate the probability of potential outcomes. Quite often, such a situation arises during the use of innovative ideas and new technologies, which is always accompanied by risk, and attempts to avoid innovations can stop the progress of social development [3]. Uncertainty is also characteristic of some decisions that have to be

made under conditions of rapid changes in the situation. Under such conditions, the degree of precisely such uncertainty or the probability of the occurrence of a certain adverse event can be quantified, in contrast to the actual uncertainty, which implies the impossibility of measurement, in particular, regarding possible future events. The proposed approach is quite universal. He proposes to combine the main known interpretations of the risk category within the framework of both a statistical (rationalist) approach and a behavioral (social-psychological) approach. Within the framework of the rationalistic approach prevailing in science, risk is considered as the possibility (probability) of the occurrence of a dangerous or adverse event and/or the quantitative measure of such an event (damage). At the same time, the risk itself will be calculated by the level of probability of such an event and the scale of damage it can cause.

In contrast to the rationalist approach, when human behavior is considered predictable, the result of all events and actions predictable, namely, the problem of risk is reduced to finding a way to more or less accurately establish the most unfavorable event and the damage associated with it, the social-psychological approach is based on the characteristics of a person's attitude or people to risk. Under this approach, risk is mostly interpreted as a behavioral category, as the attitude of a specific person or group of people to expected events, taking into account their capabilities, and automatically implies the uncertainty of the situation and decision-making. We emphasize that the proposed interpretation of risk and its relationship with crises allows us to talk about the need to use such a concept as strategic risk.

In a broad sense, strategic risk is a threat to national security and sustainable development of the country, caused by the vulnerability of the population, economic facilities and the environment to the destructive influence of various sources and factors of danger. This approach is based on the concepts of «national security» and «sustainable development» [4].

In a narrow sense, as a management category, strategic risk is a measure of the possibility of negative consequences for national security and sustainable development of the country during the adoption of ineffective or unacceptable strategic decisions in the field of public administration [4].

In addition, strategic risk is an event that can reduce the effectiveness of the process of developing and implementing the developed strategy. This definition emphasizes the main difference between strategic risk and other types of risk, when a high level and probability of risk is interconnected with a high return. As far as strategic risks are concerned, it is obvious that reduced risks will lead to higher returns. And it is not at all a fact that by exposing oneself to a high strategic risk, any system is more likely to get a high result. We should also note that strategic risks are often not allocated to a separate class of risks, but are a dynamic component of certain types of risks. Depending on the stage of the life cycle, the accumulated potential, industry specifics and other external conditions, each system faces a unique set of strategic risks, the components of which are periodically included and excluded from it (then the risks acquire a current character). Nevertheless, the question of the development of a classification of strategic risks and the selection of certain types of risks in this category is relevant and practically significant.

In this context, it is appropriate to outline the fundamental features of strategic risk that distinguish it from other concepts used in this field of activity. First, the probabilistic (scholastic) nature of threats caused both by existing and potential sources and factors of danger, and by the vulnerability (insufficient level of protection or resilience) of society and the surrounding environment to their dangerous influence. The specific combination of such threats is an exclusively random variable. Secondly, the features of measurement and quantitative comparison of the specified threats, which can be evaluated and compared based on the use of expert and analytical methods and procedures. Third, the identification of dangers that poses a threat to national security and sustainable development of the country in the future. The last circumstance emphasizes the highest level and priority of strategic risks among other threats, which can be presented in the form of a peculiar pyramid of risks.

At the same time, among the strategic risks themselves, levels corresponding to the scale of threat realization can be allocated, which is one of the classification criteria. Other reasons include:

- localization of threat sources (regarding a certain socio-economic system);

- mechanisms for the implementation of threats;
- spheres and sources of emergence and implementation of threats.

Let us emphasize that against the background of war or acute conflict, risks can be divided into a number of types or classes. For example, these may be risks associated with the adoption of ineffective or non-adoption of strategic decisions regarding the priority aspects of the development of the modern state: political, military, social, economic, scientific and technological, environmental, etc. Identification and analysis of risk factors is complicated by the fact that the significance and influence of certain factors on risk depends on various conditions and may manifest itself in different ways. Hence, the significance (or insignificance) of this or that factor from the point of view of its riskiness is quite conditional. However, identifying risk factors and understanding their impact on risk will allow organizing the subject's activities in such a way as to minimize the negative consequences of risks and a possible crisis [1].

Therefore, all views on the concept and content of «crisis» and related concepts are determined by the established framework of their interpretation, as well as by the theoretical and spatiotemporal relationship in which they are interpreted. Risk and risk awareness cannot be said to be unique to modern phenomena, and it is difficult to say whether modern society has more or less risk than ancient society. The only thing that can be said for sure is that risk is an inevitable accompaniment of human society, whether in the past or in the future [28]. The way in which the problem of change itself is considered and interpreted in the context of different concepts largely determines and differentiates the way of perception and use of these concepts of crisis and risk. These concepts can be included in the general concept of modern global changes.

Conclusion. Thus, we can say that today there does no clear understand of the concept and essence of crisis and risk. This is explained by the complex nature of these phenomena and insufficient attention to the specified phenomena in management activities for a long time. In our opinion, risk is an integral condition for the implementation of an action (event) with probable adverse consequences, which will be manifested in the possibility of obtaining a negative or undesirable result. That is why risk is a universal category that applies to all types of activities at all

levels. The conducted research shows that in modern scientific literature there are many approaches to understanding the concepts of crisis and risk, sometimes they are even opposite to each other. In this regard, it is appropriate to generalize the existing approaches to these concepts. This will provide an opportunity to more comprehensively reveal the essence of the concepts and will help during the formation of crisis and risk management policy.

First, the concept of crisis is based on the understanding of the disruption of the course of any development, the general or partial disorder of the entire development system, which finds expression in the disturbed balance of some subsystems, the exacerbation of contradictions, etc.

Secondly, the crisis state of any system does not arise contrary to the conditions of development and functioning, namely as a result of the influence of such conditions acting on the system both from the outside and from the inside. It is internal and external factors that disrupt the «normal» conditions of system development, leading to the emergence of crises and risks.

Thirdly, despite the negative perception of the crisis, such a state can play a positive role in the development of any system. On the one hand, the crisis weakens and eradicates outdated elements of the system; on the other hand, it creates conditions for the emergence and development of new elements. As a result, any system is not only unable to avoid and resist the crisis, but is also stimulated by it for further development.

Fourthly, any system is a set of all processes taking place in society and the state, based on historically formed relationships. That is why the crisis is, first of all, a crisis of mutual relations. And such crises can arise at any stage of development of any system – birth, development, stabilization and even decline. And the probability of such a crisis leads to the mobilization of resources, which are aimed at eliminating the causes of the crisis and overthrowing the vitality of any system.

Fifth, the emergence of a crisis can lead to both negative and positive consequences. This depends on the capabilities and features of the environment or system. An important role is also played by the ability to respond to crises, which depends on understanding the concept and content of a crisis.

Therefore, the modern world is quite complex and dynamic, which leads to the appearance of an increasing number of various crises and risks. Only a thorough understanding and perception of the crisis will allow, if not to avoid them, then to get out of them with the least losses.

ПОНЯТТЯ КРИЗИ У НАУКОВОМУ ДИСКУРСІ

В статті розглядаються основні підходи щодо поняття та змісту кризи в науковій літературі. Аналізуються основні тенденції в розвитку кризи та її протиріч. Наголошується, що більшість криз та їх розуміння являються результатом поєднання помилок людини, інституційних «провалів» та постійної зміни сфери функціонування суспільства та держав. Розглянуто основні етапи розвитку теоретичних підходів щодо поняття та змісту кризи та її основних похідних. Доведено, що не має однозначного розуміння поняття та сутності кризи; існують три основні підходи щодо розуміння поняття та змісту кризи; існує декілька етапів розвитку та становлення поняття та змісту кризи; здебільшого дослідники надають вказаному феномену позитивного або негативного характеру. Це пояснюється складною природою цих явищ та недостатньою увагою протягом тривалого часу.

Вказано, що аналізуючи існуючі визначення поняття «кризи», можемо говорити про три основні підходи: криза – є етапом життєвого циклу будь-якої системи, тобто формою її розвитку; криза – є переломним моментом функціонування системи, яка провокує будь-які зміни, незалежно від результату; криза – є погіршенням одного або декількох параметрів функціонування системи, яке може призвести навіть до її остаточного зникнення. Наголошено, що криза – не є окремим явищем, а процесом, що розгортається в міру того, як різноманітні фактори й сили взаємодіють непередбачуваним чином; порушенням звичного щоденного ритму життя; виникненням та посиленням тривоги й стресу в населення; потенційними та реальними загрозами основним цінностям й структурним соціальним системам. Доведено, що всі погляд на поняття та зміст «кризи» та взаємопов'язаних понять,

обумовлені тим, які встановлені рамки їхнього тлумачення, а також тим, у якому теоретичному та просторово-часовому взаємозв'язку їх інтерпретують.

Проведене дослідження свідчить, що в сучасній науковій літературі існує безліч підходів до розуміння понять кризи та ризику, деколи вони навіть протилежні одне одному. В зв'язку з цим доречним є узагальнення існуючих підходів до вказаних понять. Вказане надасть змогу більш всесторонньо розкрити сутність понять й допоможе під час формування політики управління кризами та ризиками. Сучасний світ доволі складний та динамічний, що призводить до появи все більшої кількості різноманітних криз та ризиків. Лише ґрунтовне розуміння та сприйняття кризи дозволить якщо не уникнути їх, то вийти з них з найменшими втратами.

Ключові слова: кризи, ризик, загроза, небезпека, стратегічний ризик, невизначеність.

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