An extended abstract of the paper on the subject of:

“ALPHABETISM” IN MARKET TRANSFORMATIONS OF SOCIETY

**Problem statement.** The development of the Ukrainian transformational society in the course of establishing market relations causes quite a number of problems, which call for a prompt response from public administration. However, not all of them require long time or considerable intellectual efforts for their solution, provided that the specific features of social cognition philosophy are taken into account.

**Recent research and publications analysis.** Research of public administration issues in the context of the public administration philosophy has not become common among scientists. Certain philosophical ideas and conceptual provisions put forward by V. Iliina, L. Khashieva, V. Kniasiev, O. Molodtsova, M. Piren, V. Solovykh, R. Voitovych, V. Voronkova are extremely important, fruitful, and euristic for understanding of the theory and practice of government of the state. Among foreign publications, the works by such experts as K.-O. Apel, P. Bourdieu, F. Fukuyama, J. Habermas, P. Kalam, A. J. Toynbee inspire scientific contemplation.

**The paper objective** is analysis of the notion of “alphabetism” in connection with conceptualization of the main areas of public-administrative activity which stipulates the Ukrainian society’s getting on the path of sustainable development.

**The paper main body.** The basic provisions of the socio-philosophic analysis of public administration of the market relations in a transformational society are those, proposed in publications on the specific features of social cognition, social truth and its criterion (V. Korzhenko, 2016).

Today, the term of ‘alphabetism’ is used in scientific publications. In particular, the Ukrainian and Russian linguists are actively discussing the notions of ‘abbreviation’, ‘alphabetic acronym’, ‘alphabetism’, ‘initial abbreviation’, ‘word-building’, ‘acronym’ etc., as a rule, referring to the word ‘alphabetism’ as an initial
acronym of a sound type, which is pronounced as a single word and is denoted by the term of ‘acronym’.

Without a great deal of discussion with linguists, it should be pointed out that we are interested in the meaning of the word of ‘alphabetism’, and not the theory of word-building.

In this connection, it is deemed interesting to consider the use of the terms ‘alphabetism’ and ‘analphabetism’ in discussion between a famous Ukrainian theorist of literature, professor O. Doroshkevych and a no less renowned Ukrainian “neoclassic” poet M. Zerov regarding the burning issues brought up by an innovator writer M. Khvyliovyi on the subject of the Ukrainian artistic landmarks – “Evropa” and “Prosvita”. By analphabetism, O. Doroshkevych and M. Zerov mean elementary knowledge “for a preparatory class”, and also a flight from the specifics, expressivity, explanation of anything through “general formulas”. On the contrary, “to know alpha-beta” or “to show alpha-beta” means nothing else but an ability to use well-known social practices, supported by knowledge, which like an alphabet or an ABC-book are self-explanatory.

Moreover, an interesting example of the above mentioned is provided by H. Skovoroda (1722–1794). One of his main works is titled “A conversation, called an alphabet or an ABC-book of the world”. His creation is a “conversation” about the world of man, and this “conversation” is called an “alphabet” or an “ABC-book”. The Ukrainian writer gives no explanation as to why the “conversation” is an “alphabet” or an “ABC-book”; however a serious-minded reader understands the meaning of the title from the content of the “conversation”. The “alphabet” or an “ABC-book” is knowledge, supported by social practices, as an axiom (undeniable truths that need no proof), and a compliance between the essence and existence, a natural (ordinary) human destiny as a unity of the proper and things existent.

The proposed interpretation of ‘alphabetism’ provides an opportunity to define with little effort the key areas of activity related to the Ukrainian society’s getting on the path of sustainable development.

**Conclusions of the research.** With regard to the analysis of the ‘alphabetism’ concept, the author attempts to remind the scientists and administrative practitioners
that the modern market society already possesses certain general knowledge and conceptual provisions, gained from its own development experience, which are recognized by the civilized world as axioms. Thus, without philosophizing, knowledge of that kind can be used in the course of a rapid carrying out of the desired changes in a transformational socio-economic environment. It is the singular (unique) Ukrainian combined with the axiomatic which can make, to our mind, the subject of further research.