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The Task of the New Science

Abstract: *Industrial developments, primarily followed by quantitative growth without influence of a qualitative component of creation, raise the question of the survival of the community itself. New science should find the solution of environmental development of modern society, i.e. to contribute to the development of qualitatively different formula of life.*

Keywords: *modern society, ecology, science, quality of life.*

1. INTRODUCTION

The crisis of modern industrial society is integral and global, because it affects the whole population on the planet. The problem is a broken process in creation and realization of more human everyday situation. Processes of alienation in social and psychological sense are only a reflection of toppling of our civilization. The society of abundance is based on the practice of increasing consumption, which is raised on the pedestal and becomes the aim by itself. Material-spiritual development of people is not supported by real social aims of primary importance, but rather by production of goods, whose sale will bring a huge profit. And in the society that became unsatisfied, the man is condemned to die unsatisfied, because the structure of needs today is marked by limitless human desires. Decomposition of traditions norms of behavior and establishment of universal values (in the sense that desires for ownership of something are transformed into the desire for ownership as it is....) made the needs principally unsatisfied. Facing these dangerous sizes of the crises means to reaffirm forgotten values such as: personality, community, health, nature, and encourage powers of emancipation to fruitful actions for creation of something better. That is the task of the new science.

2. MODERN SCIENCE

From the moment when man got away from the nature (surrounding, his own – internal) placing himself as a subject, the society of work and capital was created, together with the entity of total production, consumption, planning and rationality. Technical reality does not is not familiar with esthetic and ethic truth, but it captures the very thought and use it as an instrument of activities.

Modern science is getting less capable of making a diagnosis and then a sharp turning point in a desirable direction. Disease of modern civilization initiates another conception of man's place and role in the world that surrounds him. This is the reason why a great number of theoreticians make efforts for recapitulation and pre-evaluation of the rational and active sphere.

By methodological approaches of reductionism and quantification, modern thought fatally separate the subject and object, thus losing the entirety, ethical standards and quality. There is no a single social science, says Kapra, which is freed from values, which means that studying of value is an imperative for all social sciences. There is an increasing number of papers of various contemporary theoreticians who are trying to solve the crisis and define the most optimal direction in the development of civilization. Ecological studies

claiming the frightening balance of the process of environmental and social pollution became more alarming. Contrary to the modern thought, ecological paradigm, holistically inspired, offers a complete approach to reality reconciles subject and the object and develops new ethical standards and humanism.

Winning (capture) of a new ethic and at the same time exposing the existing spirit of culture and its immanent practice, in which the logic of growth and fetishism of technique are still significant incentives – is not a simple zest.

Economic, political and spiritual domination and reprisal of authoritative social structures become even more present, leaving the modern man without necessary “quality of life”. There are various dilemmas and trials to define the quality of life. According to numerous literature, scientific meetings and symposiums, etc., it is shown as an indistinct, vague term, without clearly defined content and scope. Namely, it is a conglomerate of diversified problems related the very sense of living and human happiness, then urban state, quality of food, level of stressful situations, degree of environmental pollution, etc.

Furthermore, it is quite certain that the quality of life of the inhabitants of Ecumena is seriously endangered. Its existence is greatly burdened by poisoned rivers and fields, hazardous effects of radioactive uranium, genetically modified foods, urban chaos and noise, fear from nuclear catastrophe and apathetic state of spirit.

Crisis of industrial society is a generator of pessimism, it inhibits search for an alternative. Fundamental problems are neglected, while the activism is directed towards the field of acquiring exclusively the material abundance. Led by the motive of earning and consumption, as explained before, man becomes “self-sufficient” and immune to the existence of others. Egoism becomes the most powerful driving force of human behavior. Success, material profit, power – become their primary goals. Man’s destiny becomes an integral part of economic machinery – which is only interested in accumulation of capital, the man, his peace and salvation. Being deceived that his action is motivated by his personal interests, modern man cannot see that his life is dedicated to goals which are getting less his own. Laws of the market dictate the course of social and personal links. Paralyzing human altruism and solidarity they support greediness and

restlessness. Anchored into the mass society, having lost the feeling for original communal spirit, he becomes one of many lonely people, while a great number of them become a victim of alcohol, drugs, criminal or violent way of solving their life problems. Hesitant identities of disoriented entities mainly disappear in stagnant waters off the normal track. Everything is based on the provision of functioning and efficiency of institutional life.

3. SUSTAINABLE – IMPERATIVE OF THE TIME

Power of each community is in resources which it possesses: people, raw materials, energy and resources. Roaring modernization, prevailing logic of quantity over the logic of quality, irrational encroachment into the natural environment, abstraction of real facts and a great number of other deeply rooted prejudices claiming that the nature is inexhaustible source of necessary things, resulted in serious degradation of eco system which is shown through:

- raise of seas and oceans level due to ice melting
- changes in drinking water storage
- influence on agricultural cultures and biosphere
- changes in rainfall shifts
- geographic movement from the areas suitable for food production towards desert areas
- introduction of lead into the chain of human nutrition
- acid rainfalls due to increased content of sulphur oxides
- endangerment of ozone layer
- greenhouse effect
- entropy of urban area and segregation of living conditions
- increasing spiritual and psychological exhaustion

Today it is believed that the ecological crisis is in fact the crisis of civilization which is organized according to technical and economic requirements and goals. Sustainable development represents an attempt of going out of this crisis.

The subject matter is the development, which will provide social, economic and ecological services, to all inhabitants of a

particular community but without impact upon of natural and social systems. The term “sustainable development” was immediately adopted and became a segment of ecological vocabulary. Although it is thought to be vague, and that it neglects the interests of poor countries, for many people it is one of the most adequate formulae of beneficial solution. It is calculated to satisfy the needs of current but also the future society. It usually involves the programme of interventions for global and local economic reforms.

The idea of sustainability is related to the . Because of that, it requests from the man to spend rationally the resources of water, soil, energy etc., that is, in the way which enable their compensation.

Scenario of the sustainable development is creative effect with the aim to achieve the harmony. Since it is related to all natural resources, it suggests the needs:

- preservation of natural resources, such as reserves of ground waters, soil, residence of rare species...
- stimulus to growth of natural resources by reduction of the level of their use in comparison to the present one, for example of non-recovery resources
- investment into production for reduction of pressure on stocks of natural abundance by increase of the wealth made in the artificial way
- increasing efficiency of product end-use (for example, energy houses, transport that does not influence on environmental pollution, etc.

Concerning the plan of institutionalization of the concept of sustainable society is of a great importance. It includes:

- internalization of externals (procedure in which external costs are made “internal” in the way that they must become a part of a market price)
- prohibition (ban the work to larges pollutants) or establishment of a bearable level of pollution)
- recycling (procedure of repeated use of already used products and secondary products in a particular production)
- favoring of ecologically acceptable project (especially the one so called “no waste” technologies, by use of ecological standardization and other useful measures)

- prevention (according to the system “better prevent than cure” – which means the agreement of energy producers, material inputs and user of externals)
- outlook (solving of economic-ecological-technological complex must be globally treated respecting the local approach.

Complete sustainability means economic, ecological and social sustainability.

Safety of products, safety of production, surroundings are important part of social and individual decisions that influence the realization of the concept of sustainability. In other words, if a factory operates near the limit of environ endangerment, it cannot become really sustainable.

4. CONCLUSION

Economic and spiritual life of a community must be good, gradual, relaxing for the environment. Such a way of development involves investment into science. Scientific and ecological transformation of material cultural production of life is approaching. For making the proper diagnosis and adequate therapy in the field of projecting of sustainable society, the most important is to carry out a thorough analysis of the most important problems and promote new qualitatively different alternatives.

Opinions of dangers, which produce the life of a risky society and necessary adoption of pro-ecological living course, are becoming louder. It is supposed that establishment of the platform for preservation and revitalization of the natural system, is practically the most important project of modern civilization. Non-sustainability of quantitative model of growth, which means indefinite exhaustion of nature, i.e., the logic of productivity showing that production of material goods tends to make a profit or the state accumulation, not the realization of authentic human needs, has been strongly criticized.

Thus, non-development of proper relationship between the society of labour and environment was resulted in creation of ultimately discussible economic development of the society. At the same time with the prosperity, the environment has been destroyed step by step, decreasing the space for recovery of the life itself. It becomes quite clear that

solid bridges must be established between economy and the environment, because that toughness defines the future of present and future people - present and future Planet. The right to healthy environment is the right of all people. Modern science and ecological paradigm, built on its foundations, involve a new order into the existing system, placing humanism and ethnicity at the very top of the scale of value. Holistic approach, "removal of ontological gap between the subject and object", now ethic, emancipation, democratization etc., become main

characteristics of a new paradigm.

So, the realization of the model of sustainable community is not possible without theoretical pre-evaluation of the world, life and work. Permanent education, that initiates abandon of so called "black holes" - that influenced creation of great mistakes and simplification of reality, is a condition for foundation of harmonized life. Radical change of the value of culture, awareness, behavior, theoretical discourse will free new alternatives and the way to the ecological society.

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