FEATURES OF SOCIAL SERVICE ORGANISATION IN SOCIAL WORK PRACTICE

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Abstract. The article is devoted to the study of scientific and theoretical aspects of social services organization. This article presents a methodology for researching the social services organization as a technology of social work based on the application of "Theory of Dynamic Information Systems" methodology developed by Professor V. I. Razumov. The use of the "Theory of Dynamic Information Systems" methodology made it possible to present the social service system, define its categorical apparatus, build triads of dynamic information systems in the area of social services, systematize the components of social service in a certain hierarchy, and develop the conceptual scheme "Social service as a social work technology".

Also, the article examines the approaches to the "social service" concept definition, functions, principles, forms, types, and directions of social services. Based on the analysis of scientific literature and regulatory documents, the current materials are presented that reveal the features of social policy in the field of organizing social services; and there was taken into consideration the scientific and theoretical foundations, substantive and technological features of social services in the conditions of modern society development. The most important directions and characteristics of social service as a social institution, its formation and development in contemporary social work practice with various categories of the population are systematized in the article.

Key words: Social work, social service, social protection of the population, hardship, social policy, social service, principle of social service.

Introduction

In modern conditions of society development, the main and significant legal and organisational form of population social protection institutions is social service as a technology of social work. Social services are one of the important priority areas in the state social policy

content the formation of which as a social institution was largely completed by the end of the XX century. In the conditions of modernisation of the social sphere, there is a real need to develop and improve the system of social services for people with disabilities, disabled elderly people, women subjected to domestic violence, and other categories of the population who, due to objective life circumstances, cannot perform self-care and need various social services. Social services, as an integral system, are aimed at maintaining social stability in society and are considered a social institution as an independent type of professional activity of social workers in social services. Social services for the population in modern conditions are viewed as a set of regulatory, normative-legal, economic, social, and legal guarantees and rights, as well as the practical activities of social institutions and organisations that ensure their implementation and create conditions for maintaining the normal life of certain target groups of the population.

Social service for the disabled as a technology of social work is considered by E.R. Yarskaya-Smirnova, E.K. Naberushkina "Social work with disabled", the organisation issues of social service of different categories of population are reflected in the work of N.F. Basov "Social work with different groups of population", technological approach in social work is considered by P.D. Pavlenko, M.Y. Rudneva "Technologies of social work with different groups of population", technology of social service is presented by E.I. Holostova, L.I. Kononova "Technology of social work with different groups of population". Content bases and technological peculiarities of social service of elderly citizens are analysed by S.V. Roslyakova, E.G. Chernikova "Social service of elderly people", ideas about the most important directions and characteristics of social service as a social institution, its formation and development in modern practice are systematised in the monograph by E.I. Holostova, I.V. Malofeev "The system of social service of a population: historical excursion and modern view", technologies of social service and social coping are presented in the book "Social service of a population: historical excursion and modern view".

Methodology

This research is based on the methodology of "Theory of Dynamic Information Systems" (hereinafter TDIS), developed by Professor V. I. Razumov *(Разумов и Сизиков, 2007).*

Visualisation of reasoning processes has an ancient tradition expressed in symbols, representations of Pythagorean number forms, and attempts to use the geometric method in philosophical proofs by Plato, N. Kuzansky, and B. Spinoza. Considerable applied interest in the visualisation of reasoning was shown by Shchedrovitsky's school. In this aspect, diagrams carry a certain cognitive load, i.e., they not only express specific principles and patterns, but also transfer them to the subject areas that are described with their help. In this regard, each diagram presented in a scientific work is a specific cognitive template that, as it is mastered, can be used independently to solve various problems.

A categorical scheme represents units of compacted knowledge; any categorical scheme is expressed as a system of categories of greater or lesser complexity. In this sense, the categorical scheme allows to pass from linear-static to dynamic representation of knowledge with elements of its transformation into the format of parallel but coordinated streams of thought. The triadic representation of the universe and its objects plays a major role in the development of ideas as well as in the ways of representing concrete objects and their changes *(Разумов, 2004).*

V. I. Razumov defines conceptualisation as a way of constructing a research object in the form of a composition of knowledge with a specific architecture. It is possible to identify categories used in conceptualisation procedures to establish structural connections and functional relationships between them. The result is a cognitive automaton, which we call 'Universal categorical scheme of conceptualisation of material' (hereinafter referred to as the Universal Conceptualiser). This scheme is designed to correlate with any material, as a result of which its structure will demonstrate coherence and other characteristics inherent in the universal categorical scheme assigned to it by the subject. What is the purpose of this and similar schemes?

Any method, and it makes sense to start forming a method only from a generalization at the universal level, has a description that is far from the language of a specific study. However, in this form, it is very difficult to apply a specific method to solving applied problems. The way out of this difficulty is to use special constructions of categorical schemes as a device for launching or incorporating information and knowledge into the processes of cognitive metabolism. Next, let us imagine the work of a version of the methodology expanded in such a way that between the specific method and knowledge of the subject, there is a special categorical scheme that prepares knowledge for the application of the method. This approach is complementary to the idea of digitalisation as a universal language of code corresponding to the categories and concepts of this study *(Разумов и Сизиков, 2008)*.
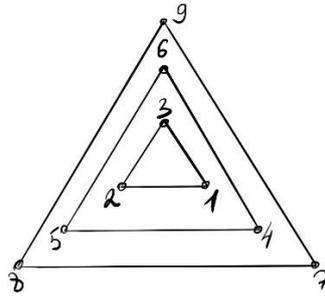
Let us give a brief description of the Universal categorical scheme of conceptualisation. In general, it was formed in the context of an attitude to the replacement of dual constructions or so-called "paired categories of dialectics" that determine thinking and reasoning: (necessary/accidental, possible/actual...) by ternary constructions: (potential/actualisation/implementation, state/legislation/right...). In triads, one of the categories, by participating in the redistribution of the resource throughout the triad, smooths the development of the extremes.

1. To organise any material for an article, speech, dissertation, etc., it is convenient to organise it as answers to three questions: What (characteristic of the subject of activity), How (tools used for expedient influences on the subject X), Why (evaluation of actions and their results by the representative community).

2. Triad of categories, with the expression of the deployment of action: Potential (the resource being accumulated and improved), Actualisation (the activity, event by which the action is manifested), Incarnation (the deployment of the action and its result).

3. Triad of categories for setting and comprehending the ontology of the field of study: Entities (components, the presence and features of which determine the cardinal characteristics of the field of interest), Interactions (specific processes of impact of entities on each other, on themselves, on the environment), States (areas of stability).

Various experiments on the use of the 3 triads described above for the interpretation of knowledge have prepared the ground for the idea of combining them into one methodological construct - the Apparatus of Categorical Schemes, which, to a large extent, due to digitalisation, makes it possible to build concepts of relevant objects based on available materials. Let us imagine three nested triangles, each of which represents a contour of a specific interpretation of materials. A contour is understood as a connection of several components of the system that fulfill a special function. Let us build a list of categories, providing each with a number: What – 1, How – 2, Why – 3; Potential – 4, Actualisation – 5, Incarnation – 6; Entities – 7, Interactions – 8, States – 9 (Fig. 1).
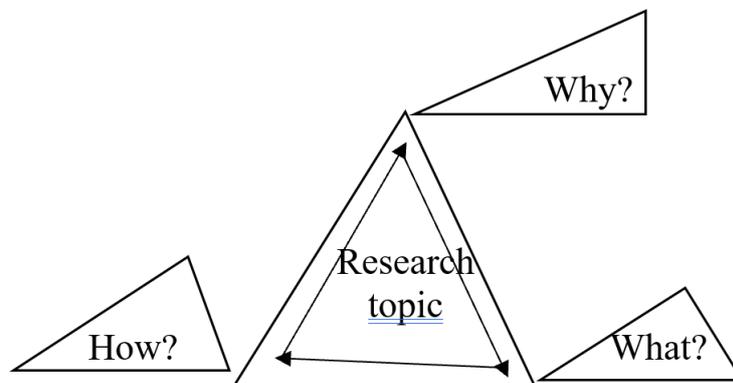
Figure 1. Three-loop categorical scheme of a Universal Cognitive Device as input data for conceptualising subject areas.

In principle, the structure in Fig. 1 allows us to interpret the material under study in relation to the categories of the corresponding categorical scheme.

In the scheme in Fig. 1, the following groups of categories are significant: 1, 4, 7; 2, 5, 8; 3, 6, 9 – they convey, respectively, detailed characteristics of the subject, method, and goal. The triangles 1, 2, 3; 4, 5, 6; 7, 8, 9 express the characteristics of the object's fixation, the activity with it, and the ontology that defines this work. These characteristics will prove useful in revealing additional features achieved through the combination of all three methods, as will be discussed further. (Разумов и Сизиков, 2013).
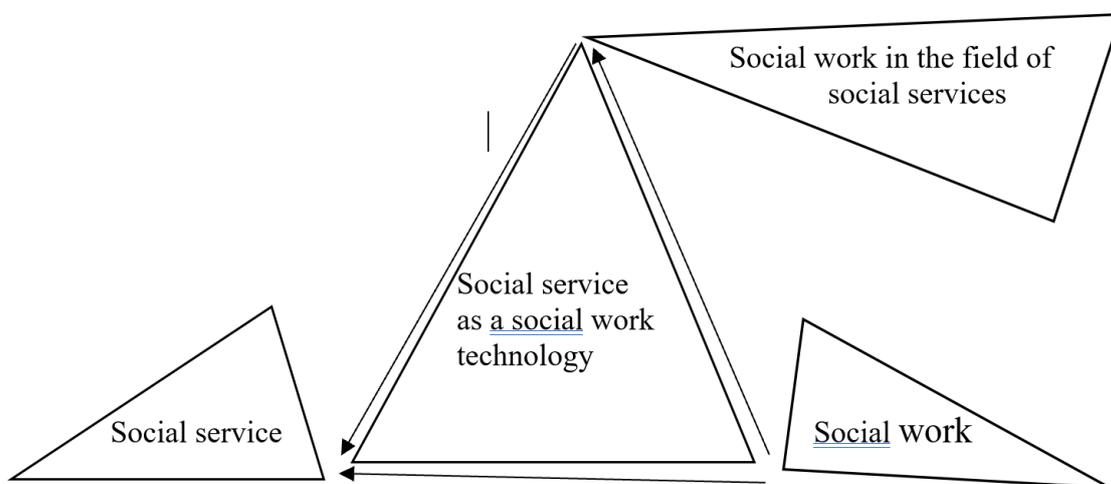
TDIS is expressed in the triad of categories: "What?", "How?", Why? with the help of which a constant connection of figurative and metaphorical means with a sufficiently universal cognitive attitude of the subject is achieved (Scheme 1).

Scheme 1: Triad of categories of dynamic information systems.

In TDIS, information is postulated as a substance that ensures the integrity of the researcher's worldview in a certain sequence. It is specifically realised in the rank of real objects as carriers of TDIS information of a certain kind. Information systems coordinate the development of objects of scientific research with models. The categorical system allows us to determine the fact of the existence of a certain object and the way it functions. The TDIS correlates the categories "development" and "model", so the categorical scheme acts as the main creative tool,

asserting that the given model has an ontological basis and is in fact a model of a certain object of scientific research. The TDIS represents the selection of a particular category for which decoding procedures are envisaged. This is where the transition to information reality takes place, and the concept of specific categories as the most appropriate expression of the model-prototype is updated. TDIS reconciles the homeostasis of an object with the task statement for that object. Homeostasis is not only a fundamental property of systems, manifested in universality, particularity, and singularity, but also emerges as a problematisation centre, linking the categories of homeostasis and problem formulation. An example of the application of this method is the research theme: "Social service as a technology of social work". Let us construct a triad of categories: social service, social work in the field of social service (Scheme 2).
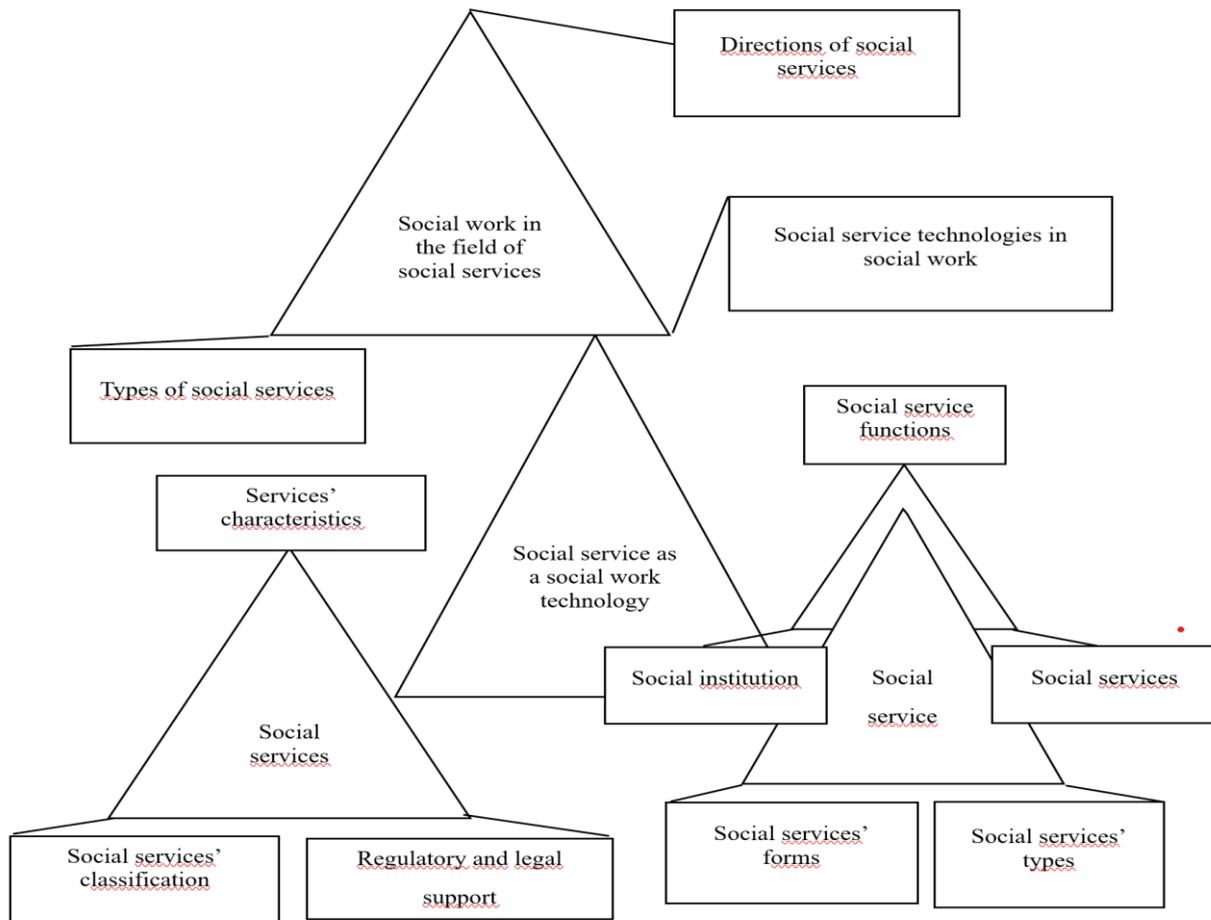

Scheme 2. Social service as a social work technology (Triad of TDIS categories)

TDIS enables the identification of specific information characteristics in categories and their exchange through structural links that control and monitor the object of study. Categorical systems are linked to the establishment of a systemic-cybernetic or general scientific component for the formation of the dynamics of ongoing changes, characterised in the rank of the categorical matrix of scientific research. The following formations are additionally linked in TDIS: cognitive cells, harmonisation of various levels of models with parameters – the size of cognitive cells, the volume of resources and information flows.

TDIS has already defined a fundamental organisational unit – a triad of categories consistent with the triad of self-development, which is characterised by all the parameters of the information system. With regard to the subject of scientific research, the prototype parameters of the model are analysed and reconciled with the characteristics of the object. Here, we can talk about the organisational unit as an analytical invariant, primarily in geometric and topological developments. Such invariants identify families of parameters that serve as ontological foundations for the formation of the corresponding characteristics of the subject of research.

Let us consider the categorical scheme "Social service as a social work technology " made with the help of the TDIS apparatus (Scheme 3).

Scheme 3. Social service as a social work technology (categorical scheme made with the help of the TDIS apparatus)

In the categorical system, categorical synthesis tasks are aimed at revealing the integrity of the problem under study, synthesized into a single coherent picture, which should be considered as a prototype of the 9 components. The block diagram establishes the coordination of object characteristics and modelling tasks through its components as follows. The categorical apparatus presented in the diagram coordinates the information content of the object with the classifications of possible object models, linking the possibilities of including meaningful, figurative, and formal components in them. TDIS is a means of constructing various categories and applying them to the interpretation of specific objects in the field of research. The result of such interpretation is a categorical matrix, which can be viewed as a conceptual construct for subsequent information transformation procedures.

Results

Social service is the provision of a complex of various social and legal, social and psychological, and social and pedagogical services and social assistance to various socially vulnerable categories

of the population who find themselves in a difficult life situation. Social service is important to consider, in our opinion, as a generalised (in a broad sense – at the level of the state, region) or specific (in a narrow sense - at the level of work of a specialist, social worker, etc.) practical activity, the purpose of which is to provide social services to persons with difficult life situation or separate target groups of the population. In scientific literature, social service is considered as one of the promising areas of social work practice.

Organisational forms of social service technology represent a system of certain directions of social humanistic activity, the purpose of which is social adaptation, social rehabilitation of an individual, family, or social group. In addition, social service should be understood as the functioning of social services, practical activity of which is aimed at social and legal support, provision of social and medical, social and psychological, social and pedagogical, social and legal, social and domestic services and material assistance, timely social adaptation and social rehabilitation of people in difficult life situations or individual target groups of the population. The term "difficult life situation" is understood to mean a situation that objectively disrupts a person's social functioning and normal life activity, making it impossible for him or her to overcome a social problem on his or her own without assistance. The reasons for a difficult life situation may be such objective life circumstances as: advanced age of a person, illness, orphanhood, disability, abuse in the family, lack of housing conditions, unemployment, and others. Social services have a complex character and include various types of social services to individuals to meet their specific needs due to illness, disability, old age, orphanhood, and homelessness. Social service as a general technology of social work in the conditions of social service functioning, is based on the following fundamental principles:

1. The principle of targeting – provision of social assistance individually to each specific person, the object of social service. Social work to identify and determine the degree of need for social services is carried out by local social protection agencies at the place of residence of people with disabilities, elderly citizens, large families, and other categories of the population who need social services.

2. Realisation of the principle of voluntariness implies that social services should be provided strictly in accordance with the voluntary consent of each person who has applied to the social service for the appointment and provision of social services in the field of social services. It should be noted that consent to the provision of social services by people under the age of majority and people who are legally recognised as legally incompetent is given by their legal representatives. In the case of the temporary absence of legal representatives for objective reasons, the decision on consent to social services is taken by the guardianship and trusteeship authority (at the place of residence of the social service client). Placement and placement of elderly people and people with disabilities in social service organisations without their consent is possible only in cases where they are deprived of constant care and social support, accompaniment and social support from family members. The principle of voluntariness assumes that the main way for citizens to receive social services within the framework of social services is to submit, on their own initiative, an application for social services to the social protection agency at their place of residence.

3. The principle of accessibility means that in modern conditions the state creates a real opportunity to receive free and (or) partially paid social services, which are guaranteed by law. The quality, scope, procedure and conditions for the provision of social services must comply with approved state standards. Lists of social services are determined taking into account the nature and content of the practical activities of the subjects of social services.

4. The principle of humanity in social services, as well as in social work, assumes that when receiving social services, all people who find themselves in a difficult life situation have the full right to a humane and respectful attitude to themselves on the part of social workers and other specialists of social service institutions. People who have committed violations in relation to clients of social services bear administrative, disciplinary or criminal liability, the measure of which is provided for in legal documents and determined by the legislation in force in the state. Social services are based on full observance of the legal rights and interests of social service clients, respect for their personal dignity and are of a moral and humanistic nature.

5. The principle of priority in the provision of social services is fundamental in social services in the organisation of social work in the conditions of social service. Of primary importance is the timely provision of emergency social and psychological assistance to those objects of social work who are in a crisis, when it is necessary to provide social support due to incapacity or special social vulnerability, social vulnerability of the client's social service.

6. The principle of confidentiality forms the basis of the practical activity of a social worker. In social services, information about the client, which became known to social workers, shall constitute a professional secret and shall not be disclosed to other people. It should be noted that observance of the principle of confidentiality in accordance with the current legislation in modern conditions is not only a principle of social services, but also an obligation of all staff of social services. Information about individual characteristics, state of health, disease nature and diagnosis, limitation degree of life activity of an individual, as well as personal data of the recipients of services belong to the professional secrecy of a social worker *(The Social Code of the Republic of Kazakhstan, 2023).*

7. The principle of preventive orientation – one of the main ideas of social services is the prevention of negative consequences arising in connection with the difficult life situation of a client (impoverishment, exacerbation of chronic disease, loneliness in old age, homelessness, etc.) *(Социальный кодекс Республики Казахстан, 2023).*

The functions of social services are: the function of organizing and providing timely social assistance, organizing and conducting social, social and psychological counseling, the function of social correction and implementation of social rehabilitation programme (both individual and complex), social adaptation, timely informing the population about opportunities to receive social services, about conditions of their receipt *(Anisimova, 2016).* The characteristics of social service functions are presented in the table (Table 1).

Table 1. Characteristics of social service functions

Functions of social services	Characteristics of functions
Function of organising and providing timely social assistance	timely identification and registration in the social protection organisation of families, certain categories of the population and specific individuals in need of social services and social support (low-income families, families with minor children, families raising children with disabilities, single elderly and disabled citizens, orphans and children left without parental care), and

	timely provision of material assistance. It should be noted that material assistance is provided in financial (monetary) and in-kind (foodstuffs, personal hygiene items, items needed in everyday life, clothing, footwear, etc.) forms. As part of the implementation of this principle, the possibility of providing the needy with temporary or permanent accommodation in the conditions of a social service organisation, regardless of its form of ownership, is also considered.
Organising and conducting social and socio-psychological counseling	consulting of social service organisation's clients by specialists of a particular social service (lawyers, social work specialists, teachers, practical psychologists, etc.) on emerging organisational, social and legal issues, issues related to the conditions of provision and receipt of social services.
Social adjustment function and implementation of the social rehabilitation programme	social, socio-educational, socio-psychological, and socio-medical rehabilitation of the elderly, people with disabilities, minors with various forms of deviant behaviour, street and neglected children and adolescents, orphans and children left without parental care. As part of the implementation of this social service function, a social worker considers the process of implementing an individual programme for the social rehabilitation of children and adolescents with disabilities, as well as social pedagogical and social psychological support for families raising children with disabilities.
Social adaptation function	assistance by a social worker in the implementation of a social and labour rehabilitation programme, which is aimed at assisting in employment and effectively solving social problems related to the process of adaptation to new working conditions; social workers' desire to form and develop the communicative potential of social service clients.
Function of timely informing the population about opportunities to receive social services	organising and conducting consultations by social workers on the possibilities and conditions of providing various types of social services to social service clients; informing them about available social guarantees and rights guaranteed by law; disseminating social psychological, social and legal and other knowledge among the public and target population groups; studying the needs of social service recipients by social work specialists and scientific organisations; studying social issues that lead to social problems; providing information about social services provided to social service clients.

Participation in programmes to prevent emergency measures to overcome the consequences of natural disasters and social conflicts	a complex of various measures to prevent and overcome natural disasters and social conflicts of various kinds; participation of social service specialists in the development of social programmes for emergencies in the region, formation and organisation of rescue services, detachments (of social service specialists), brigades of social workers, etc. When organising social services, it is necessary to carry out social project activities to prevent various social pathologies, to develop social programmes for social and psychological support of clients of social work.

To fulfill these functions, social service institutions have been established in all regions of the state. Social service is the practical activity of social workers and the area of direct practical activity of social workers. The analysis of scientific and theoretical sources on social work allows us to state that social services are enterprises, organisations and institutions, which, regardless of the form of ownership, provide various types of services. It should be noted that in the context of this concept, the private entrepreneurial activity of individual citizens who provide social services on a commercial basis is considered. Social service institutions are classified by such criteria as: form of ownership, kinds and types of social service institutions *(Firsov and Studenova, 2016)*.

The state social services system is a structure consisting of state social services institutions that belong to the state and are under the direct control of state authorities. Social services are also provided by public, non-profit, charitable and religious organisations.

Considering the specifics of the conditions in which social service technologies are implemented, institutions are divided into the following types: inpatient, semi-inpatient, non-inpatient, complex, home social service departments, departments of urgent social service, and departments of urgent social counselling.

Inpatient social services – social services provided to specific target groups of the population in inpatient settings, i.e., in conditions where it is possible to stay permanently or temporarily (for up to six months) and five days a week in a social services facility. Inpatient social services are provided by offering various social services to persons (social work objects) who have partially or completely lost the ability to care for themselves and need constant care from a third party. This form of social service provides for the creation of appropriate favourable living conditions for elderly people or persons with disabilities, comprehensive and individual social, medical and psychological measures, the organisation and provision of quality nutrition and constant care by social workers, as well as the organisation of feasible work, cultural leisure activities and therapeutic programmes for the psycho-emotional well-being of persons with disabilities.

Semi-permanent form of social service is a social service which ensures the provision of social services to citizens during a limited and defined time period (e.g. days), i.e., the possibility of their stay or stay during the day or night in the conditions of the social service organisation, i.e. without the possibility of permanent residence in contrast to the stationary form of social service.

In the system of social protection of the population, there are also non-stationary institutions – organisations, the content of the practical activity of which ensures the provision of social services to clients without their permanent residence.

An integrated social service institution is an institution, the content of the practical activity of which is aimed at providing social services to people with difficult life situations in semi-inpatient, inpatient and home-based social services, i.e. a social service institution has the possibility to provide social services in a differentiated manner.

The home social services department is considered as an independent department, which is a structural subdivision of a social protection institution that provides various social services to persons with difficult life situations.

The department of urgent social services is a department of social services that provides social services of a one-time nature to persons or certain target groups of the population in urgent need of social support.

Department of urgent social counselling is a social service that provides social counselling assistance to clients of the social service, aimed at promoting their social adaptation in society, creating a favourable moral and psychological microclimate in interpersonal relationships, ensuring social interaction between the individual, family, social institutions, society and the state *(Зуева, 2013).*

In the Republic of Kazakhstan, the functioning of the institute of social service, its normative-legal status and mechanism of functioning are legally established. Social service as a technology of social work is aimed at expanding opportunities for the social development of individuals and restoring their normal functioning in society, as well as the realisation of their social and legal guarantees, rights and interests in accordance with the legislation of the Republic of Kazakhstan.

Social habilitation and rehabilitation of people with disabilities in Kazakhstan is carried out by organizations providing special social services in the areas of social protection, health care and education, including the practical activities of psychological, medical and pedagogical counselling, rehabilitation centers, psycho-pedagogical correction rooms and other specialized organizations. In accordance with Article 164 of the Social Code of the RK, special social services for people with disabilities are provided in such forms of social services as: inpatient, semi-inpatient and home-based social services in the order determined by the authorised state body. (The Social Code of the Republic of Kazakhstan, 2023). The range of social services provided by these organisations to people in difficult life situations is reflected in the standards for the provision of special social services in the field of social protection of the population, which help to ensure the unity of views and effective interaction between the participants of the system of social services. State standards establish basic requirements for the volume and quality of social services, the procedure and conditions for their provision, and define the types of social services provided, the conditions for their provision, and the organisational and legal forms of social services.

Inpatient organisations of state and non-state forms of ownership are intended for 24-hour permanent or temporary accommodation: children with disabilities with psychoneurological pathologies from three to eighteen years of age; children with disabilities with locomotor disorders from three to eighteen years of age; people with disabilities over eighteen years of age with psychoneurological diseases; people with disabilities of the first and second groups; people unable to provide independent services due to advanced age.

Semi-permanent organisations of state and non-state forms of ownership are designed for long-term or temporary (up to 6 months) stay during the day and provide special social services: children with disabilities with psychoneurological pathologies from one and a half to eighteen years of age; children with disabilities with disorders of the locomotor apparatus from one and

a half to eighteen years of age; people with disabilities older than eighteen years of age with psychoneurological diseases; people with disabilities of the first and second groups.

Home-based service organisations are designed to provide special social services in the conditions of home-based services at the residence place of the services recipients: children with disabilities with psychoneurological pathologies from one and a half to eighteen years of age; children with disabilities with disorders of the locomotor apparatus from one and a half to eighteen years of age; people with disabilities over eighteen years of age with psychoneurological diseases; people with disabilities of the first and second groups; people who are unable to provide independent services in connection with the death of their children; and people with disabilities of the first and second groups.

The list of social and legal, social and medical, social and pedagogical, social and psychological, social and labour, social and cultural, and social and domestic services provided in social service organizations is determined by the standards for the provision of special social services in the area of social protection of the population *(Order of the Deputy Prime Minister – Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan, 2023).*

Types of social services in the practice of social work are:

1 Provision of material assistance to socially vulnerable categories of the population: cash payments, provision of food packages, assistance in the purchase of medicines, purchase of sanitary and personal hygiene products; provision of footwear and clothing, necessities in the organisation of a person's daily life activities;

2 Organisation of social patronage of individuals and families who need permanent non-patient social services: assistance in providing timely social and medical assistance, provision of social and domestic services;

3 Inpatient social services for people who have partially or completely lost the ability to self-service and need constant care: creation of necessary favourable conditions for normal life activity, social-medical, social-psychological measures, provision of free meals, nursing care, organisation of feasible labour activity, cultural leisure, organisation and conduct of cultural and leisure programmes;

4 Organisation and provision of temporary shelter for homeless people, street children, neglected children and adolescents in unfavourable or socially dangerous conditions, brought up in dysfunctional families;

5 Organisation of day care for elderly and disabled people;

6 Social counselling assistance to certain target groups of the population;

7 Provision of rehabilitation services *(Kholostova and Kononov, 2014).*

The main directions of social services for different categories of population in difficult life situations are social prevention, social adaptation, social therapy, social rehabilitation, social assistance and care, social counselling, and mediation. Roslyakova S.V. presents the technology of social services realisation for the elderly in the practice of social work. The organisation of social services, from a technological approach point of view, is divided into several stages, each of which includes specific practical activities aimed at solving the client's social problem.

The first stage of social service in the practice of social work is the stage of justification and a criterion approach to the need to organise social services for people who have applied to the social service for the provision of social services. At this stage, project activities are carried out to plan the provision of a set of different types of services in the field of social services. This

stage of the organisation of social services, according to the technological approach to social services, includes three steps: submission of an application for social services; recognition of a person in need of social services by an authorised body; development and drawing up of an individual programme; signing an agreement on the provision of social services.

The second stage of social services in the practice of social work is the stage of direct implementation of various types of social services to the elderly. The content of this stage and the conditions for its implementation in Kazakhstan are defined by the standards for the provision of special social services in the field of social protection of the population.

The next stage of social services in the practice of social work is the selection of a social service provider. Each subject of social work has the right to independently choose a provider of social services, a subject of social services. For this purpose, a register of providers of social services is created in each subject of social protection of the population.

It is necessary to note the role of activating technologies of social services in social work, which are applied in the practical activities of social services. Firstly, there are activating technologies of social services which are aimed at the implementation of the needs of older people in labour and socially useful employment; creative groups for making clay products; groups for landscaping the territory of the social service organisation; workshops for beadwork and embroidery, etc. Secondly, activating technologies aimed at realising the socio-cultural needs of older people - organising and conducting joint cultural leisure and recreation with the use of various forms of therapy, such as: zootherapy, tour therapy, aqua- and isotherapy, drama therapy, communication training, social independence, training in self-care skills; animal therapy (treatment with the help of animals) *(Roslyakova, 2020).*

Conclusion

The method "Theory of dynamic information systems" allowed to unfolding of the categorical system of the research subject - technology of social service organisation in the practice of social work and to consider its conceptual basis, scientific-theoretical provisions in a single complex system. The systems of categories were considered, and the logic and sequence of scientific-theoretical study of the technology of social service organisation in the practice of social work were built up. Social service is a set of social services with diverse, specific and complex individual components, peculiarities of practical activity, functioning, each of which acts as a subject in the system of social protection of the population. Social service, depending on the content of social service, the specifics of practical activity is characterised by internal organisation, practical orientation to perform the functions of social work assigned to it. Observance of the considered principles of social service in the process of providing social services allows to improve this process, to increase the effectiveness of measures aimed at social support of people in need of social services, and thus, to ensure the best possible realisation of the legitimate rights and interests of recipients of social services and thus to achieve the main goal - to improve the living conditions of citizens, to increase their ability to independently provide for their basic needs of life.

The system of social services acts as the main social institution for the provision of social services to a person or a group. Social services are aimed at social support of both individual target groups and the population as a whole. In the modern conditions of society development, social services are an important technology in the practice of social work, the implementation

of which contributes to improving the well-being of people in need and largely determines their quality of life. Social services are part of the system of social protection of the population. The sphere of social services primarily performs the functions of social adaptation, achievement of a specific goal (improvement of the quality of life of people), integration, and socialisation. Ultimately, the social service system acts as a guarantee of the social well-being of the population and contributes to the social development of society as a whole.

Recommendations. This research is not complete and requires further scientific and theoretical study. The prospect of such research, in our opinion, can be the development of the methodology of social work organisation in social service institutions, the study of the implementation of social service technologies by social work specialists depending on the object of professional activity, and the study of foreign experience in the practice of social service organisation.

Authors' contribution

Tolegenkyzy L. – agrees to be responsible for all aspects of the work, proper study, and resolution of issues related to the reliability of data or the integrity of all parts of the article.

Razumov V.I. – approval of the latest version of the article for publication.

Musraunova A.S. – design of the scientific research apparatus, the content of the article, development of its structure, writing a text.

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ӘЛЕУМЕТТІК ЖҰМЫС ТӘЖІРИБЕСІНДЕ ӘЛЕУМЕТТІК ҚЫЗМЕТ КӨРСЕТУДІ ҰЙЫМДАСТЫРУДЫҢ ЕРЕКШЕЛІКТЕРІ

Аңдатпа. Мақала әлеуметтік қызметтерді ұйымдастырудың ғылыми-теориялық аспектілерін зерттеуге арналған. Бұл жұмыста профессор В.И.Разумов әзірлеген «Динамикалық ақпараттық жүйелер теориясы» әдістемесін қолдану негізінде әлеуметтік қызмет көрсетуді әлеуметтік жұмыс технологиясы ретінде ұйымдастыруды зерттеу әдістемесі ұсынылған. «Динамикалық ақпараттық жүйелер теориясы» әдістемесін қолдану әлеуметтік қызмет көрсету жүйесін ұсынуға, оның категориялық аппаратын анықтауға, әлеуметтік қызмет көрсету саласындағы динамикалық ақпараттық жүйелердің триадасын құруға, белгілі бір иерархиядағы әлеуметтік қызмет компоненттерін жүйелеуге, «Әлеуметтік қызмет әлеуметтік жұмыс технологиясы ретінде» тұжырымдамалық схемасын жасауға мүмкіндік берді.

«Әлеуметтік қызмет көрсету» ұғымын анықтау тәсілдері, әлеуметтік қызмет көрсетудің функциялары, принциптері, формалары, түрлері мен бағыттары қарастырылды. Ғылыми әдебиеттер мен нормативтік-құқықтық құжаттарды талдау негізінде әлеуметтік қызмет көрсетуді ұйымдастыру саласындағы әлеуметтік саясаттың ерекшеліктерін ашатын өзекті материалдар ұсынылды; қазіргі қоғамның дамуы жағдайында әлеуметтік қызмет көрсетудің ғылыми – теориялық негіздері, мазмұндық және технологиялық ерекшеліктері қарастырылды. Әлеуметтік қызмет көрсетудің әлеуметтік институт ретіндегі маңызды бағыттары мен сипаттамалары, оның халықтың әртүрлі санаттарымен әлеуметтік жұмыстың заманауи тәжірибеде қалыптасуы мен дамуы жүйеленген.

Негізгі ұғымдар: әлеуметтік жұмыс, әлеуметтік қызмет көрсету, халықты әлеуметтік қорғау, өмірлік қиын жағдай, әлеуметтік саясат, әлеуметтік қызмет, әлеуметтік қызмет көрсету принципі.

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ОСОБЕННОСТИ ОРГАНИЗАЦИИ СОЦИАЛЬНОГО ОБСЛУЖИВАНИЯ В ПРАКТИКЕ СОЦИАЛЬНОЙ РАБОТЫ

Аннотация. Статья посвящена изучению научно-теоретических аспектов организации социального обслуживания. В данной работе представлена методология исследования организации социального обслуживания как технологии социальной работы на основе применения методики «Теория динамических информационных систем», разработанной профессором

Разумовым В.И. Применение методики «Теория динамических информационных систем» позволило представить систему социального обслуживания, определить ее категориальный аппарат, построить триады динамических информационных систем в области социального обслуживания, систематизировать компоненты социального обслуживания в определенной иерархии, разработать концептуальную схему «Социальное обслуживание как технология социальной работы».

Рассматриваются подходы к определению понятия «социальное обслуживание», функции, принципы, формы, виды и направления социального обслуживания. На основе анализа научной литературы и нормативно-правовых документов представлены актуальные материалы, раскрывающие особенности социальной политики в области организации социального обслуживания; рассмотрены научно-теоретические основы, содержательные и технологические особенности социального обслуживания в условиях развития современного общества. Систематизированы важнейшие направления и характеристики социального обслуживания как социального института, его становление и развитие в современной практике социальной работы с различными категориями населения.

Ключевые слова: социальная работа, социальная услуга, социальная защита населения, трудная жизненная ситуация, социальная политика, социальное обслуживание, принцип социального обслуживания.

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