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## SOLVING THE UKRAINIAN DEMOGRAPHIC DISASTER: A POSTMODERN PERSPECTIVE

*This paper explores the demographic crisis in Ukraine through the innovative lens of postmodern theory. Departing from traditional approaches, the authors argue that solving the country's pressing issues of low birth rates and high mortality, especially among the elderly, requires a comprehensive, interdisciplinary strategy grounded in postmodern principles. The analysis first situates Ukraine's demographic woes within the broader global context of climate change, socioeconomic inequality, mass migration, and technological disruption – factors that heighten the complexity of the challenge. It then delves into the specific demographic data, examining not only the statistical trends, but also the sociocultural shifts impacting family formation and reproductive behaviors. Drawing on postmodern concepts of complexity, diversity, anti-universalism, and emphasis on inclusion, the paper proposes a multi-faceted set of solutions. These range from promoting individual expression and creativity, to developing targeted policies supporting young families, revamping migration frameworks, combating discrimination, and even exploring the potential of reproductive technologies. Importantly, the authors frame these interventions within the context of a new national idea centered on preserving and strengthening Ukrainian identity. Ultimately, this study represents a bold, unconventional approach to the demographic crisis, challenging conventional demographic theories and offering a fresh, contextual perspective rooted in postmodern thought. Its findings hold significant implications for policymakers, academics, and civil society stakeholders seeking innovative pathways to address Ukraine's pressing demographic challenges.*

**Keywords:** demographic crisis, birth rate, mortality, postmodernism, Ukrainian identity, reproductive technologies, multiculturalism, social inclusion.

**JEL classification:** J11

## ПОДОЛАННЯ УКРАЇНСЬКОЇ ДЕМОГРАФІЧНОЇ КАТАСТРОФИ: ПОСТМОДЕРНІСТСЬКА ПЕРСПЕКТИВА

*У статті розглядається демографічна криза в Україні крізь призму постмодерністської теорії. Ми стверджуємо, що традиційні підходи до вирішення проблеми зниження народжуваності та високої смертності, особливо серед літнього населення, довели свою неефективність. Ми пропонуємо, що комплексний, міждисциплінарний підхід, заснований на постмодерністських принципах складності, різноманітності, неприйняття універсалізму та акцент на інклюзивності й рівності, може запропонувати нові шляхи вирішення цього нагального національного виклику. У статті окреслено ключові глобальні тенденції – зміну клімату, соціальну нерівність, конфлікти та міграцію, економічні й технологічні потрясіння – які створюють дедалі складніший контекст для демографічних проблем України. Далі розглядаються конкретні демографічні показники, включаючи високу смертність серед літнього населення, низьку народжуваність та соціокультурні трансформації, що впливають на формування сім'ї. Спираючись на постмодерністську теорію, ми стверджуємо, що вирішення демографічної кризи в Україні вимагає виходу за межі спрощених, уніфікованих рішень. Натомість ми пропонуємо низку інноваційних, контекстуальних підходів, що охоплюють економічну, соціальну, культурну та технологічну сфери. Серед них – стимулювання індивідуального самовираження та креативності, підтримка молодих сімей, розвиток інклюзивної міграційної політики, боротьба з дискримінацією, інвестиції в освіту та охорону здоров'я, а також дослідження потенціалу репродуктивних технологій. Врешті-решт, стаття закликає до формування нової національної ідеї, зосередженої на збереженні та зміцненні української ідентичності, як способу подолання демографічного спаду в країні. Це сміливий, нетрадиційний погляд, який кидає виклик усталеним теоріям та політичним рецептам у сфері демографії.*

**Ключові слова:** демографічна криза, народжуваність, смертність, постмодернізм, українська ідентичність, репродуктивні технології, мультикультуралізм, соціальна інклюзія.

**Statement of the problem.** Ukraine's demographic decline poses a grave challenge with far-reaching implications for the nation's future. Plummeting birth rates coupled with soaring mortality, particularly among the elderly, jeopardize the stability of the country's social and economic framework. Addressing this multifaceted crisis demands novel, interdisciplinary strategies that

transcend conventional demographic policies. Developing innovative solutions has become a pressing imperative to safeguard Ukraine's sustainable development and societal well-being.

**Analysis of recent research and publications.** In our article, we do not directly refer to specific research or publications that analyze the demographic situation in

Ukraine and find approaches to addressing it. However, we use a number of statistics from official sources:

- Data from the State Statistics Service of Ukraine on the demographic situation in the country.
- UNESCO statistics on low fertility in Ukraine.
- Data from the Center for Social Research and Public Opinion of Ukraine on socio-cultural changes.
- Reports of the Ministry of Health of Ukraine on the impact of COVID-19.
- Data from Deutsche Welle and the UN on the victims of the war.
- Reports of the International Organization for Migration and the UN on internally displaced persons.

These statistics helped us to outline the scale of the demographic crisis in Ukraine and its main factors – high mortality, low birth rate, socio-cultural transformations, and the consequences of the armed conflict. The unresolved part of the overall problem we have focused on is the search for effective solutions to overcome the demographic catastrophe in Ukraine. Previous attempts to solve this problem using classical methods of economic growth and birth control have failed. The main idea of the article is a proposal to consider the demographic crisis in Ukraine through the prism of postmodern theory.

Although the authors refer to some official statistics and studies that highlight the scale of the demographic crisis in Ukraine, the analysis of specific attempts to address this problem using classical methods of economic growth and birth control remains insufficiently covered. In addition, the possibility of applying a postmodern approach as an innovative paradigm to overcome demographic challenges in the context of global change and growing uncertainty requires further study.

**Objectives of the article.** 1. To justify the feasibility of applying a postmodern methodology to overcome demographic challenges in Ukraine in the context of global human problems and previous failed attempts to solve the demographic crisis by classical methods.

2. To analyze the reasons why a postmodern worldview, with an emphasis on complexity, contextuality, inclusiveness, and a denial of universalism, can be useful for a comprehensive understanding of demographic problems.

3. To propose specific possible solutions to the demographic crisis in Ukraine, based on postmodern principles of personal freedom of choice, self-expression, diversity of approaches, and equal rights and opportunities for different social groups.

4. To substantiate how the proposed postmodern solutions can contribute to creating a more favorable environment for families and individuals, which will ultimately have a positive impact on birth and death rates in Ukraine.

5. To outline a new paradigm of thinking and a national idea of preserving Ukrainian identity as a possible path to restoring the country's demographic potential after the war.

Thus, the key objective of the article is to present a postmodern perspective as an alternative, unconventional approach to solving the complex and multidimensional demographic problems of Ukraine.

#### **Summary of the main results of the study.**

1. How looks the global background now.

**Climate change and loss of genetic biodiversity.** The threat of an increase in the global average temperature due to greenhouse gas emissions, which can lead to serious environmental, social and economic consequences. Loss of biodiversity on the planet, including species extinction, destruction of natural environments and loss of natural reserves.

**Social inequality.** The growing gap between rich and poor countries, as well as within countries, in particular in terms of access to education, healthcare, jobs and other resources.

**Global conflicts and global migration.** Increased number and intensity of armed conflicts in different parts of the world, leading to humanitarian crises, loss of life and destruction of infrastructure. Growth in the number of migrants, refugees and internally displaced persons caused by wars, conflicts, natural disasters and other factors, which has a major impact on the socio-economic situation in different regions of the world.

**Economic and technological singularity<sup>1</sup>.** The growing impact of artificial intelligence, automation, and robotization on labor markets, economic systems, and society as a whole, with possible consequences for employment, income distribution, and economic stability. The exact date of the technological singularity is a matter of debate and cannot be precisely determined. Most researchers do not agree on a specific date or period when this may happen. The author of this phrase is Ray Kurzweil, a well-known technical visionary and author of the book "The Singularity Is Near: When Humans Transcend Biology", predicts that the technological singularity will occur around 2045 [1].

## **2. Demographic situation in Ukraine.**

### **2.1. Statistika**

**The high mortality rate in Ukraine, particularly among the elderly population, leads to a decrease in the population [2].** The high mortality rate in Ukraine, especially among the elderly population, is a serious demographic problem that can have a negative impact on the country's development. It can lead to a decrease in population and a deterioration in the demographic structure of the population. One of the main factors behind the high mortality rate among the elderly population is the lack of accessibility and quality of healthcare services for the elderly. Insufficient funding for healthcare, insufficient development of palliative care and social support can lead to a lack of adequate medical care and assistance for older citizens, including those with chronic diseases. This may also be due to the low level of health culture among the population, unhealthy lifestyles, lack of regular medical examinations and preventive measures, as well as poor socioeconomic conditions of some population groups.

**Low birth rate, which leads to a decrease in the number of children born in the country [3].** One of the main reasons for the low birth rate is changes in family values and traditions. The overall decline in the number of marriages, late marriage and first childbirth, as well as the rise in divorce and single parenthood may lead to a decrease in the number of children born in the country. Demographic emigration may also contribute to the low fertility rate in Ukraine. Young couples moving

<sup>1</sup> The technological singularity is a hypothetical moment in the future when technology becomes so smart that it surpasses human intelligence.

abroad in search of better economic opportunities may lead to a decrease in the number of children born in the country. As for economic factors, they also affect fertility. Insufficient economic stability, high unemployment, low incomes, and unstable working conditions can reduce the motivation of young families to have children. Increasing number of childless or one-child families, decreasing marginal fertility, i.e. the number of children per woman of reproductive age, [2] increasing number of single people and emphasis on career and personal well-being instead of starting a family and having children [4], low access to and quality of reproductive and pediatric health care, which can affect the health of mothers and children [5] – all these factors lead to a decrease in fertility.

**Socio-cultural changes**, including changes in family values, gender roles, perceptions of the family and the distribution of gender roles, which can affect the reproductive behavior of the population [6].

#### 2.2. Purely military demographic problems:

According to the DW, including the United Nations Human Rights Monitoring Mission in Ukraine, since the beginning of the conflict in eastern Ukraine in 2014, between 12,800 and 13,000 people, both civilian and combatants, have been killed. The UN also reported that 3,300 of those killed in the hostilities were civilians, in addition to 4,000 Ukrainian combatants and some 5,500 Russian-backed militants. Furthermore, between 27,000 and 30,000 persons were injured amid hostilities in the region. These figures were updated in 2022, with the UN estimating that at least 8,000 non-combatants have been confirmed killed, with nearly 13,300 injured, since the Russian invasion on February 24, 2022 [7].

As a result of the war, more than 7.1 million people have been internally displaced in Ukraine [8].

More than 81,000 civil infrastructure objects, 62,000 of them are housing stock, more than 2,000 educational institutions, almost half a thousand hospitals destroyed or damaged [9].

The escalation of the conflict has resulted in reduced access to basic life necessities, such as water, food and healthcare, for many people in the war zone [10].

Over 1,500 children killed and injured in Ukraine since Russia's full-scale invasion began 15 months ago. The UNICEF has reported that 7.5 million children in Ukraine are in grave danger of physical harm, severe emotional distress, and displacement [11].

#### 2.3. Our hypothesis

The authors of this study propose a hypothesis that there are no ready-made solutions to the above-mentioned global problems and the issue of Ukraine's post-war demographic recovery in the accumulated practice. There are successful countries in the world where there is no "single state language" – the United States, Canada, Switzerland, etc.; there are successful countries where the majority of citizens believe in God – Poland, and those where religion is almost absent – Sweden, Australia, etc.

**3. Solving global problems and the problems of Ukraine's demography may require a postmodern approach due to the following factors:**

**Complexity and multidimensionality of problems.** Global problems such as climate change, economic inequality, migration, demographic challenges, and others have many different aspects and interactions between them. A postmodern approach, with a focus on complexity

and contextuality, can help to better understand these interactions and find deeper and more effective solutions.

**Diversity of approaches and perspectives.** Postmodern philosophy recognizes the diversity of approaches, perspectives and experiences of different social groups, cultures and individuals. Addressing global problems and demographic challenges requires attention to different perspectives, including consideration of different cultural, social, economic, and gender contexts.

**Denial of universalism.** Postmodernism rejects universalist approaches and understandings, arguing that truths, values, and approaches are contextual and culturally specific. Solving global problems and demographic challenges may require attention to specific contexts and consideration of different cultural backgrounds.

**The importance of inclusion and equality.** The postmodern approach emphasizes the importance of inclusion of different social groups and combating discrimination. Addressing global issues and the demographic challenges of Ukraine may require active consideration of the rights and needs of different social groups, such as women, youth, minority groups, persons with disabilities, and others, in particular through equal opportunities and appropriate social measures.

**Emphasis on contextual understanding.** Postmodernism recognizes the importance of understanding contexts and specific situations in analyzing and solving problems. Solving global problems and the problems of Ukraine's demography may require a deep understanding of the contextual features of each problem, its roots, dynamics, and interaction with other factors.

The above arguments show why a postmodern approach can be useful in addressing global problems and demographic issues in Ukraine. It is important to note that the approach to solving these problems should be comprehensive and interdisciplinary, considering different philosophical, scientific and practical approaches. It is not about total liberalization, demoralization, legal or religious nihilism. The authors of this study propose to predict whether some of the ideas proposed below will lead to the solution of demographic problems. The demography of Ukraine may be the first all-Ukrainian national idea. Anything that leads to the existential preservation and growth of Ukrainians, both in numbers and in mental and philosophical identity, is consistent with the national idea. There are both successful and unsuccessful examples of solving demographic problems in the world. But they all existed before COVID, before Russia's aggression against Ukraine, before the technological singularity. Thus, there are no ready-made solutions for Ukraine. There are not even half-solutions. If we assume that this is the national idea, then the entire economic, cultural, and propaganda machine should work to turn Ukraine into a "promised land" for all those who love the Ukrainian identity. And neither language, nor territory, nor bloc status can be an obstacle.

#### 4. Possible solutions.

**Using a postmodern approach and aiming at the national idea of "preserving Ukrainian identity" proposed above, and understanding the global background described above, the authors propose the following solutions for discussion:**

**1. Economic and subjective presence.** To synergize Ukrainian authenticity, subjectivity, and inevitable

Ukrainian presence in the civilizational space. For example, Ukraine and Ukrainians are a responsible force that protects a certain territory where you can safely live, invest, save money, etc. This could be the idea of a European single army based on the Armed Forces of Ukraine. The contributions of NATO member states to the alliance budget are based on a formula that takes into account the economic potential of each country. According to this formula, NATO member states are required to make a certain contribution to the general budget of the alliance and to finance joint operational activities. For the year 2021, according to data published by NATO, the share of European NATO member states' contributions to the alliance's total budget was about 70%. The total amount of member states' contributions to the NATO budget in 2021 was more than 2.5 billion US dollars. It is worth noting that the contributions of each member state to the NATO budget may vary depending on its level of economic development and other factors. Each member state independently determines its contribution to the NATO budget in accordance with its obligations to the Alliance and its national capabilities. Such a proposal would inevitably lead to security stability, and hence to demographic growth, and to the growing respect and importance of Ukraine. In addition, it would bring at least 10 billion USD to Ukraine.

**2. Active block policy.** Not non-alignment, but renewal of alliances. The creation and renewal of political, economic, and military blocs can have positive consequences for Ukraine in terms of postmodernism, such as ensuring collective security and protection at the international level, strengthening diplomatic efforts and influence in the international arena, attracting foreign investment and technology, improving access to markets of other countries, and increasing opportunities for cooperation in scientific, cultural, and educational projects with other countries. The conversion of Ukraine's modern experience should guarantee Ukrainians effective involvement in the future and integration into various processes. Adaptability to the conditions of different countries and combining the experience of international integration to harden Ukrainians and Ukraine. International experience should be a positive bonus, an alloying element of the new economy and the new Ukrainian demography.

**3. Minimize family stereotypes.** Promotion of the family and family can help to reduce stereotypes about the roles of the sexes in the family, such as the division of responsibilities, the role of mother and father, gender expectations, etc. This can contribute to more equal and equitable relations between men and women in the family, which can improve the demographic situation. It would be useful to introduce a large-scale campaign to raise awareness of the importance of childhood, parenthood and the role of the family in society using a postmodern approach to communication.

**4. Promoting and proving equality, dignity, justice and free choice in any matter.** Liberalization can help to expand choices regarding family planning, reproductive rights and gender equality. A postmodern approach, with a focus on diversity and inclusion, can help to recognize the rights and freedoms of different social groups, including women, LGBTQ+ people, and other smaller populations.

**5. Supporting individual expression and creativity.** Developing creativity, self-expression and diversity of identities. This can help the younger generation to realize

their potential, develop their own values, and put their personal and family goals at the forefront.

**6. Creating an enabling environment for young people.** Liberalization and a postmodern approach can help create a supportive environment for young people, including access to quality education, professional development opportunities, and entertainment. This can help young people postpone family formation until later, providing them with more opportunities for self-realization and personal development.

**7. Providing social support.** This includes providing social support for families with children, including access to government support programs, childcare services, parental leave, and infrastructure for kindergartens, schools, and health care facilities. This can help to alleviate the financial and social challenges of raising children and provide more opportunities for families to raise children and ensure their well-being.

**8. Development of migration policy.** A new approach will help to provide more opportunities for migration, in particular for young talented professionals and students. This could reduce the demographic pressure on Ukraine and promote the development of diverse cultures and identities in the country.

**9. Promote healthy lifestyles.** Healthy lifestyles should be promoted, including access to reproductive health education, access to modern contraceptive methods, and dissemination of knowledge about sexual and reproductive health. This can help reduce the risk of unplanned pregnancy, share responsibility for family planning between partners, and provide more opportunities to choose the number of children they want.

**10. Creating a favorable economic environment.** Economic liberalization and a postmodern approach can help create favorable economic conditions, such as ensuring free enterprise, attracting foreign investment, promoting small and medium-sized businesses, creating new jobs, and ensuring adequate wages. This can stimulate the country's economic development, provide more employment opportunities, improve living standards, and create more favorable conditions for reproduction and child-rearing.

**11. Building social solidarity.** Social solidarity should be fostered, including by promoting interaction and cooperation between different social groups, including between different generations. This can help to support young families, ensure access to resources and opportunities for all citizens, and promote interaction between different cultures and identities.

**12. Combating discrimination and violence.** One of the points is to promote anti-discrimination at various levels, including on the grounds of gender, age, ethnicity and sexual orientation. This can ensure equal opportunities for all citizens and create an enabling environment for diversity and inclusion. Addressing violence, including domestic violence and violence against youth, can help create a safe environment for reproduction and child rearing. It can help ensure the physical and psychological well-being of families, promote marriage and reduce divorce, which can have a positive impact on demographics.

**13. Development of modern education.** The development of education is one of the most important points, including the development of education for national minorities, support for research and development,

and the creation of conditions for life-long learning and vocational rehabilitation. This can ensure a high level of education and qualification of the population, promote the development of innovations and scientific potential of the country, which can have a positive impact on the economy, provide opportunities for career development and better fulfillment of parental roles.

**14. Active migration policy.** Introduce programs to actively engage migrants, provide them with access to education, medical care and other necessary resources. Within the framework of the postmodern approach, it is necessary to recognize the cultural diversity of society and promote interaction between different cultures, which can be achieved by attracting migrants and recognizing their contribution to the development of society. Provide migrants with equal opportunities for the development of science, education and culture, including support for innovative projects and technologies. The postmodern approach emphasizes the importance of science, education and culture in modern society. Ensuring equal opportunities for the development of science, education, and culture can help attract talented scientists, educators, and cultural workers from different countries, which will contribute to the expansion of knowledge, innovation, and the development of the cultural environment in Ukraine. While the question of "how to attract migrants" has some answers, although currently uncertain, the question of "from which countries" has no answer. You should not limit yourself. Ukraine should offer certain conditions to investors from the United States, Canada, etc., other conditions to large families, and other conditions to specialists, respectively. Migration policy can fundamentally change the country's demographics, economy, and security.

**15. Change in consciousness.** Addressing the mental and philosophical component of Ukrainian identity and Ukrainians' understanding of their place in the modern world. It is necessary to promote the formation of a consciousness of citizens that meets the challenges of our time, in particular, globalization, migration, technological changes and other factors that affect the identity of the Ukrainian people. It is important to ensure the possibility of free disclosure of the personality of each citizen, adhering to the principles of equality, interaction, tolerance and dialogue between different cultures and population groups.

**16. Cultural diversification.** Instead of creating a single national identity, it is necessary to support the diverse cultural manifestations that form the Ukrainian identity as a whole. This can be achieved by supporting multiculturalism and promoting local cultural origins.

**17. Developing media culture.** The development of media culture can help preserve and strengthen Ukrainian identity by providing wide access to Ukrainian artistic, literary and cultural works. Promoting Ukrainian traditions and culture through media channels can attract the attention of young people and open up new opportunities for their learning and development.

**18. Preserving Ukrainian identity.** Preservation of Ukrainian identity can be achieved through support of cultural initiatives that promote creativity and individual expression of Ukrainians. This approach opens up opportunities for creating new cultural products that reflect Ukrainian identity in the context of contemporary culture.

**19. Restoring national identity.** Postmodernism criticizes the idea of a single, stable sense of identity, but national identity can be restored through a common process of understanding national history, culture, and traditions. Thus, cooperation between the state, citizens, and civil society organizations can contribute to the restoration of national identity.

**20. Changing consciousness in the field of medicine.** Another proposal is to change the approach to medical care and palliative care. Instead of the traditional approach, where medical care is provided primarily to cure illness, medical care can be viewed as a process of maintaining health and preventing disease. This can help reduce mortality among older people and increase life expectancy.

**21. Replacing the traditional economic model system.** Instead of the traditional economic model based on the concept of "market", a new model based on the concept of "network" can be introduced. In this model, the economy will be viewed as a system of interaction between people, not as a system of interaction between goods and money.

**22. Developing innovative technologies and stimulating entrepreneurship.** This can be done by creating favorable conditions for business development, reducing bureaucracy and simplifying the procedures for registering enterprises.

**23. Introduce a universal basic income (UBI).** UBI is a concept whereby all citizens, regardless of social status, receive a regular payment from the state. This can help reduce financial hardship for young families and increase their ability to have children.

**24. Establishing flexible working hours and ensuring work-life balance.** Reducing working hours and allowing parents to take arbitrary breaks to care for their children can increase fertility rates.

**25. Develop support programs for young families.** The state can create special programs that provide financial and infrastructural support to young families, including affordable housing infrastructure, subsidies for childcare and education.

**26. Leverage innovative technologies.** The use of modern technologies and innovative approaches can ensure the development of new economic sectors and create jobs for young people, which in turn can affect fertility rates and migration activity.

**27. Stimulating social entrepreneurship.** Supporting social entrepreneurship can create new employment opportunities and reduce migration activity, as well as contribute to the development of society and improve the quality of life.

**28. Development of new economic models.** Models based on the principles of cooperation and collaboration rather than competition and exploitation. This can reduce social inequalities and help increase the birth rate.

**29. Technological reproductivity.** From a postmodern perspective, Ukraine could gain several potential advantages by becoming a global hub for reproductive services such as artificial insemination, surrogacy, egg and sperm donation, and other forms of childbearing without direct human involvement.

**29.1. Medical tourism.** Attracting foreign patients seeking reproductive services can stimulate the development of medical tourism in Ukraine. This can lead

to economic growth, job creation, development of service industries, and increased international attractiveness of Ukraine.

**29.2. Scientific research.** Expanding reproductive services can facilitate scientific research in this area, attracting scientists and specialists from other countries, and sharing knowledge and technology. This can contribute to Ukraine's scientific development and raise its status in the scientific community.

**29.3. International cooperation.** If Ukraine becomes a global center for reproductive services, it could help expand Ukraine's international cooperation with other countries, especially in the field of medicine and science. This could include exchange of experience, partnerships and cooperation with international organizations, which could contribute to Ukraine's development and help improve the country's reputation in the world.

**29.4. Social benefits.** Reproductive services can be made available to Ukrainian citizens, ensuring that they can have children regardless of various medical circumstances. This could include couples with reproductive problems, single parents, homosexual couples, and other groups who have difficulty getting pregnant. This can help to equalize social inequalities and promote equality and inclusion in society.

**29.5. Foreign exchange earnings.** The development of reproductive medicine can lead to foreign investment and foreign exchange earnings in Ukraine. This can help strengthen the national currency, improve the country's financial situation, and provide additional resources for the development of other sectors of the economy.

**29.6. Cultural development.** Expanding reproductive services can help to foster the flourishing of culture and art in Ukraine. This could include the development of

museums, galleries, theaters, and other cultural institutions, bringing Ukraine into line with countries where such services are already widespread.

**29.7. Social stability.** Ensuring the possibility of having children directly affects the demographic situation in the country. Expanding reproductive services can help to increase fertility and ensure a stable balance between the number of births and deaths. This can contribute to social stability, the security of the pension system, and the long-term development of the country.

These arguments demonstrate that expanding reproductive services can have many positive effects on society in Ukraine. It can help ensure women's physical and psychological health, promote equality and inclusion, and contribute to economic development, cultural development, social stability, and foreign investment. Ensuring access to reproductive services is an important step towards improving the quality of life of the population and the development of the country as a whole.

**Conclusions.** This article is devoted to the problem of demography in Ukraine and offers an alternative approach to its solution from the perspective of postmodern theory. We argue that there are no ready-made solutions to global problems and the issue of Ukrainian demography, and that solving these problems requires a comprehensive and interdisciplinary approach. We also emphasize personal expression and unrestricted decision-making as a way to create a more favorable environment for the needs of families and individuals, which can have a positive impact on the country's fertility and mortality rates. However, we do not propose total liberalization, demoralization, legal or religious nihilism. The study offers a new perspective on the problem of demography in Ukraine and potential solutions to this problem in a postmodern direction.

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