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THE RANGE OF EFFECTIVE IMPACTS ON SOCIETY: A SHIFT OF EMPHASIS

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The impact on the population of any cultural-civilizational world can be spontaneous or purposefully organized, complex or fragmented-partial, internal or external, have different objectives and nature (in particular, progress or regression; assistance or hindrance to natural transformations; acceleration, deceleration or modification of the process). The impact can be directed at the entire population or primarily at a specific segment, and can be realized through specific spheres of activity (military, political-diplomatic, technical-technological, economic, socio-cultural, etc.), employing forces and means of varying scales (compare: a military invasion or an operation by special forces). Most often, the effectiveness of influence is achieved through a sequential or parallel combination of variants of its models [1-7]. For example, the results of using social-informational influence channels are extremely tangible. As is known, information is both timely notification, awareness, and the possibility of preliminary analysis and response actions, and “investments in the future”: whoever knows more about the counterparty has more options for action to achieve victory. And the value of forecasts here is not only that they come true, but also that during their preparation and study, systems thinking is triggered: parts of the present are revealed and arranged in a complex, their roots in the past, and the possibilities of future configurations. In addition, this allows us to overcome the threats associated with taking into account only some reality and the mechanistic belief in the fatal predetermination of the course of events [8-19]. Of course, not any information is the basis for structuring the information space and management compositions in the preparation and realization of asymmetric information impacts of systems. Only social information is directly related to the understanding and interpretation of information, structures the information space. The formation of an information society and the global spread of the consequences

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of globalization lead to changes in socio-political reality in different regions. However, this is done with different efficiency and consequences. Accordingly, both the attitude to information and the relationships between people regarding information change, the possibilities of conducting targeted changes, social construction of reality and strategic management, and social “load” are transformed.

Society, as an object of impacts, exhibits varying degrees of independence, strength, and stability. This heterogeneity of society is a significant factor in the preparation and realization of social impacts. At the same time, the level of distinctiveness and reactions of sociocultural integrity can cause practical responses to differ from predicted ones. Experience shows, those high results are achieved by, on the one hand, creating and cultivating focal points for desired changes and, on the other, by organizing an environment favourable to the changes being realized. When fundamental, profound transformations are ripe; their very nature can be significantly altered. In the active competition between people and models, nothing is predetermined; everything is fluid and fluctuating. And the optimal path, stages, and best pace of progress are not necessarily chosen. In particular, as is well known, juggling the topic of social justice is a convenient approach for justifying coups d'état and criminal outrages [20-32]. Thus, the growth of post-global features, including complex regionalization of the world (primarily based on the basic value-sense complexes of cultural-civilizational worlds) with regular exchanges of material and spiritual goods on a global scale, is embodied in a new strategic reality. Post-globalism is most clearly manifested as a quality of, firstly, understanding/perception/ideas and, secondly, maintaining a balance in strategy, tactics and operational art of mastering (primarily organizational-managerial) the emerging reality within the framework of material and spiritual practices. The choice of an effective development strategy is impossible without a qualitative rise in organizational-managerial relations. The most important task of improving organizational-managerial relations is a competent reliance on the resource-methodological bases of the subjects.

The mosaic nature of consciousness, characteristic of transitional periods in history, makes the situation particularly susceptible to various substitutions and provocations as a consequence of social influences. The inorganic and unstable state, the chaos of values and senses, the fragmentation and discontinuity of perception, intertwined with the lack of habits of independence, civic responsibility, and critical thinking, create a weakness in reliable spiritual guidelines, and even a willingness to betray. For example, increased hopes for improving one's situation at the expense of others and society as a whole, egocentrism, and utilitarianism [33-40] contribute to disunity and atomization. The unwillingness and inability to be

guided by meanings in the context of the global historical process, moral relativism, and the exclusive use of short-term tactical goals subordinate one to the will of strategic managers. Under these conditions, weak but precise influences can become decisive.

Therefore, when creating and realizing of organizational-managerial impacts at the social level, especially in the transitional state of inter-paradigmatic depth, it is so important to abandon attempts to “push through” one's own selfish interests and seek opportunities to create a balance. Accordingly, it is necessary to actualize post-global strategies for a joint constructive search for ways to optimize teamwork, taking into account the natural differences in positions and rights to understand and defend the interests of their peoples, and to strengthen solutions to global problems in favour of preserving the distinctive forms of development and security of each people. Naturally, the fierce attacks of favourites and adherents of “one-man rule” and a unified model for structuring social life should not lead to fatal consequences for humanity in the future; the heirs to the ideologies of slave owners, pirates, human traffickers, bandit-knights, and the like cannot be considered worthy opponents when considering paths to realizing the future. At the same time, the launch of various kinds of spiritual-ideological substitutions by apologists of the past, the launch of historically-containing materials with the help of a distorted artistic and popular modelling of narrative sources should not distract from the study of the possibilities and complex features of the use of organizational-managerial impacts to facilitate the original advancement of peoples into the future of the ecumene.

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