

섹션 5.

MANAGEMENT, PUBLIC MANAGEMENT AND ADMINISTRATION

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## INFORMATION INFLUENCES AND SOCIO-POLITICAL ENVIRONMENT

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The changing role of the information space in the life of society and the individual (in particular, reflected in the “technical imitation of intelligence”, “cognitive wars”, Public Relations, rumourlogy, etc.) creates the preconditions for an increase in the significance of the nature and quality of participation in information production and exchange [1-7]. Accordingly, the preconditions for regularity and randomness, the ability to foresee social processes and, consequently, effectively influence them (primarily by creating political conditions for public self-organization, which leads to the emergence of a new social order from the chaos of a crisis state) are being transformed. The term “netocracy/ net-commanding” has also emerged as a reflection of the new structural orderliness of society, where the primary value is no longer the material resources themselves, but information and the work involved in its storage, transmission, and processing. At the same time, online social networks are playing an increasingly prominent role among network resources, mastering, along with the functions of ensuring communication, exchange of opinions, etc., the ability to obtain information and the means of information competition.

Increasing the effectiveness of informational influence often depends not only on the timing of efforts but also on the precision of the impact (it's no wonder that classic authors have repeatedly addressed the themes of selecting the “weakest link in the chain” and concentrating resources). Flexible consideration of the specifics of the socio-political environment, its dynamics, and the internal differences between different sectors is an absolute necessity for increasing the effectiveness of participation in information interaction [8-15].

In turn, the population is extremely susceptible to informational influence at turning points of transformation (in particular, shifts in social paradigms) and the

inherent chaos of values and senses, and a willingness to abandon independent critical thinking and civic behaviour in favour of current stereotypes imposed by short-term worldviews for the sake of peace, comfort, and consumption. A lack of understanding of the broader world-historical context and the logic of processes hinders the formation of a holistic perception and facilitates the transformation into an object of shameless manipulation. The reluctance to independently develop one's civic position and fight for conscious choice dooms one to the loss of a significant element of humanity and is detrimental to the character, vector, and pace of transformations, “knocking humanity off the pace”, distorting and subverting the “tree of goals”. Thus, the objective creation of conditions for the potential expansion of selectivity, on the one hand, collides with an increase in the “mosaic” nature of consciousness and the “clip-like” nature of perception, while, on the other hand, provoking ruling groups to engage in total information manipulation [16-21].

Meanwhile, each cultural-civilizational world is searching for acceptable models of the future, paths to its construction, and opportunities to optimize progress along them. Clearly, each cultural-civilizational world possesses its own set of advantages and challenges/vulnerabilities, its own configuration of priorities, interests, and goals. Naturally, socio-cultural and political-economic heritage influences the balance of power during this search, thus influencing the understanding of what is acceptable and optimal, while what is best for them is sometimes presented by ruling groups as the most promising for everyone [22-31]. Naturally, the higher a person's social status, the more stringent the demands placed on them. At the same time, the substitution of “policy-forming strata” and “ruling groups/circles” for the people's elite (as well as their transformation into targets for “attacks by invisible means”) is becoming a serious social problem. This also applies to civic-active representatives of society's “backbone” – its middle class – as well as various branches of the governing strata. The separation of the “power society” from society as a whole and the attempt to completely absorb the development of the content of decisive decisions by it becomes an obstacle to the development of effective mechanisms of freedom and civic responsibility for everyone. Meanwhile, the “sacred cow” of democracy is the people's free choice of power and path of development, and hence freedom of thought and speech. Accordingly, cultivating a socio-political environment conducive to the strengthening of genuine democracy is both a priority concern and the responsibility of ruling groups. The marginalization of society and the erosion of the progressive characteristics of the middle (and “new middle”) class and the elite are becoming trends that threaten the development and security of the cultural-civilizational world.

## 섹션 5.

### MANAGEMENT, PUBLIC MANAGEMENT AND ADMINISTRATION

It is obvious that not only in the domestic course, but also in external relations, not only individual but also social potential of informational influence is widely used [32-39]. The quality and intensity of participation in information exchange are noticeable parameters of social transformations. However, not only “the sleep of reason gives birth to monsters”; even more dangerous chimeras can be initiated by an immoral intellect. On the contrary, the feeling of correctness, dignity and social usefulness of actions is a powerful stimulus for actions. Therefore, the possibilities of strategic management of human actions, social relations and processes using information influences through the competition of senses, flexible management techniques, and mechanisms of meaning-creation are increasing. This is an inevitable element of the strategy of the struggle for the future, extremely important for hybrid zones as territories of active cultural-civilizational diffusion. Thus, today, bringing the cultural-civilizational world to a sustainable trend of innovative development is both a factor of dynamic movement forward and a significant step in correcting its role in world history. In the same way, on the basis of the leading value-sense cultural-civilizational complexes of the people, a Super-project uniting society is created, and forms of ensuring productive social harmony are adjusted, which prevents the loss of historical subjectivity and the fate of turning into a limitrophe.

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섹션 5.

MANAGEMENT, PUBLIC MANAGEMENT AND ADMINISTRATION

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