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STRATEGIC CULTURE AND QUALITY OF GOVERNMENT

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Controllability as flexibility/adaptability of the subject of management, stability of the management system, reflexivity of the management process and the configuration of various feedbacks are especially in demand by history and society at turning points of transformations. Having process understanding and strategic culture at critical points of change becomes critical. Now humanity has entered another period of discovering new horizons of life and sociocultural order, mechanisms for ensuring security and development of the ecumene [1-7]. On the one hand, the alternatives are too radical, on the other, weak influences at the bifurcation point may turn out to be decisive. A special place in the determination of rhythmicity and non-rhythmicity, cyclicity and direction of development of socio-economic integrity is occupied by forms of selective interaction. At the same time, the opportunity has been created for a more flexible and gentle reflection in the strategy of the presence of anomalous socio-economic phenomena and peripheral cultures. Fundamentally heterogeneous structures are consolidated. The leading socio-psychological motives for integration are changing. Internal values and deeply individual meanings, approaches and views of numerically small groups acquire resonance at macro levels, and sometimes are aggressively imposed on everyone. Many social trends are still just emerging, others are difficult to recognize in the sea of previous patterns and fading facts. The social need for a ban on the violent manipulation of innovations, even of the outsider type, on the destruction of even countercultural logics is objectified: the new era creates its own cultural worlds, where there is a place for everyone.

Of course, a strategic analysis of the situation and dynamics can help in developing of management's decisions. However, various prejudices and selfish interests guide the perception and use of only convenient approaches and tools [8-

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17]. At the same time, as is known, individual perception can, to varying degrees, correspond to the objective logic of history, and the subjective understanding of justice can only to a certain extent reflect the objective state of justice. When creating a strategy, it is important to enrich the research movement towards understanding the process with knowledge of the possibilities of practical consideration of the peculiarities of the moment. That is, from the point of view of methodology, the involvement in the analysis of the widest possible range of phenomena with the determination of their correct relationship, specificity and functions of each of them involves an ascent from the abstract to the concrete. And it is carried out not with the external addition of its subsequent stage of reverse movement (from the concrete to the abstract), but by including the features of the latter in each moment. At the same time, the development of scientific theory and practice are closely interconnected. Moreover, the requirements for the quality of their mutual enrichment and the role of the scientific level of preparation of influence for the transformation of reality are increasing. The additional relevance of analyzing the possibilities of the potential of science is connected both with the strengthening of the objective demand of practice (in particular, the invention of continuous organizational finds, creativity), and with the specifics of post-modern methodology, which, on the one hand, tries to integrate fundamentally heterogeneous scientific approaches, on the other, – must preserve the difference between rational ways of building strategies (and, in particular, information influences within its framework) from “blurring the eyes” by appealing to unknowable practices, superhuman influences and other types of fraud. However, it is easy to pass off deliberate fraud or ignorance as innovation or the use of unconventional approaches. Thus, in their extreme forms, criticism of Occam's razor, scientific knowledge and scientific methodology even reaches their full extent and additionally connects this with the specifics of time. Post-globalism objectively requires the immanence of the method, its location in the very content of the subject of social science, so that the method develops in accordance with the content, while its application is multi-level and non-hierarchical.

So, we are talking about greater mobility, blurring of criteria and the scientific nature of methodological knowledge today. Unlike classical science, which sharply separated mind and intuition, rational and irrational, theoretical and empirical, scientific and every day, post-non-classical science is configured to perceive and work with stochastic, catastrophic, weakly predictable and difficult to control, paradoxical information about the situation, often of a non-linear nature, combining cyclical and non-cyclical processes. However, appeals to both adherence to empirics and “advanced interpretations” of methodology can hide both ignorance and attempts at manipulation. In this situation, it may be critically

important to maintain a balance between the use of scientific and methodological innovations that go beyond standard views, and, on the other hand, maintaining the reliability of recommendations for practice. Accordingly, changing social ideals from the standpoint of the value dimension of existence, cultivating a diversity of worldviews, and openness of consciousness worked as a certain intellectual prerequisite for the new entry of various irrational factors into social life. Accordingly, the possibilities of rationality – a structure with its own characteristics and laws that dictate some elements of the method of cognition and the use of transformed forms – are now doubly limited for use in social technologies of transformation: both as such and in conditions of rhizomic development. Hence, rationally organized thinking and the construction of reality are fundamental localization, its obvious self-limitation. Therefore, today's practice is trying to integrate rational and irrational methods. However, it is precisely the conditions that have currently created that are pushing for widespread juggling of public opinion and the creation of popular political speculation. It is important to distinguish between those used according to the “black box” principle (vague, but effective) ways to solve problems and an unsteady mixture of the reliable and the illusory: if the first can be relied upon, then the second is obviously unreliable.

Changing conditions require an adequate strategy, and, therefore, adaptation and development of approaches. Therefore, during the transformation of society, the need to provide effective management, which prompts the search for conceptual solutions of a societal scale, the systematization of new experience, the combination of elements of scientific novelty and a clear applied direction, is naturally actualized. And the point here is not about "national features" as such inherent in each state, but about the scale and level of previously achieved development, rich scientific and industrial potential, the quality of the former general educational and professional training of personnel, and the place in the geopolitical system of checks and balances. In this connection, it is important to take into account more carefully the deep and multifaceted nature of transformations, their adaptation to the expectations of the population and consolidation in people's traditions [18-34].

Strategic positioning in the world is carried out, in particular, by assigning oneself to a certain cultural-civilizational world. Historical heritage, mental predisposition, social and individual experience play a significant role in this process. Recognizing the naturalness of radically different cultural codes does not at all mean an automatic managerial attitude toward discord and confrontation. On the contrary, differing subjects are interested in mutual complementation (and therefore, in interaction). Moreover, from each type of model (traditional, modern, post-modern) of development, a specific cultural-civilizational world can receive its

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specifics according to both the deep layers of its value-sense complexes and the dynamics of transformation. It is the moral core that protects society through traditions, foundations, and customs. The radical complication of the environment, logic and interaction of transformation flows requires adequate tools for analysis, forecast and constructive influences. Under these conditions, the depth and originality of transformations predetermine the emergence of more complex problems and tasks and require new management mechanisms. Moreover, external and internal dynamics, micro- and macro-level trends noticeably influence each other. Geostrategy has always included the socio-economic sphere, in particular, the economic factors of war and competition. And as the influence on the adoption and realization of decisions by the broad masses increases, the content of socio-economic processes becomes the most important part of change. To prevent the degradation of society, the collapse of the economy, the theft of state property and the loss of control over ongoing processes, it is necessary to take into account the socio-cultural basis and socio-political consequences of economic trends. From the industrial yesterday you can step into the post-industrial tomorrow with its features, or you can step into the day before yesterday with a set of its characteristics. The choice: rise or collapse is carried out in a variety of small forks and current decisions. This approach turns strategy, tactics and operations (operational art) into integral components of social management. Consciously identifying them and applying general laws to them allows, among other things, to make a beneficial deviation from the rules. Knowledge of the features creates grounds for using specific situations for one's own purposes; refusal of strategy turns from a subject of history into an object of manipulations, often – external ones.

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