



Management of the Conservative Political Platform of the Transformation Public-power Organization in Eurasia

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ABSTRACT

The article examines conservatism as the political thinking style and the transformation strategy of the public-power organization operating at the level of the hidden political discourse in the Eurasian space. The main directions of the conservative evolution of the state and legal organizations in Eurasia, and the public-power system development directions are allocated. Authors prove and characterize opposition between the modernist and Eurasian strategies of the transformation, which qualitatively stimulates transformation of political space in Eurasia. It is reasoned that the transformation processes proceeding in the Eurasian political space are inconsistent and ambiguous therefore for the Eurasian states the convergence socio-political processes combining at the public discourse level – the modernist strategy, and at the hidden discourse level – the conservative orientations in political and economic development. The most obvious result of the transformation process is the transformation of the society basic institutions, the analysis of which shows the disintegration of the socio-economic and political relations. The most susceptible to transformation processes was the government and the public-power organizations. In general, the complexity and contradictions of political processes does not allow to confine any one paradigm in the study. It is therefore advisable selection of basic, conceptual and formulated concepts of political management in the system of political practice.

Keywords: Modernization and Traditionalism, Postmodernism, Transformation, Organization, Political Management, Conservatism

JEL Classifications: K49, D71, M11, H55

1. INTRODUCTION

Study of the formation problems and the use in the Eurasian space systems and methods of political management is an important task for political science and practice. The relevance of political management is especially actual in connection with the general trends of the backlog of political science from the leading world powers.

Passed more than 20 years of cardinal transformations of the society public-power organization, which significantly changed the Eurasian space political landscape. Now it is possible to allocate distinctly two transformation strategies of the system of the imperious and legal organization and political communication in Eurasia, this is the modernization and conservative platforms. The first mainly realizes the global vector of liberal and democratic transformation and consistently discussed at the public discourse

level (in official political rhetoric, in political programs of various political parties, within official declarations, priorities of the state legal policy, etc.). The second development strategy is realized at the hidden discourse level, which is almost not discussed (or discussed very seldom and fragmentary), but successively played back in some Eurasian community at the level of sustainable national and ethno-political traditions, customs, public rituals, symbols, and so on. The hidden political discourse, as a rule, is not fixed in these or those official political doctrines, mainly does not enter the political agenda of the state institutes and structures, however, it is represented in the developed forms of perception and the political events assessment, styles of political thinking and interaction.

In the work, it is offered to analyze the conservative political platforms dominating in the Eurasian space, conducting the

political management reproducing in this or that Eurasian community, the hidden discursive political space of the public order management (Fouco, 1996).

The conservative ideological and conceptual platform is positioned as the steady alternative strategy based on the integration of traditional values, symbols, beliefs with the inevitable processes of the political, legal and economic organization evolution today. Unlike modernization strategy in the conservative the concrete and complete social and spiritual systems providing legal-political unity, public integrity, sociocultural and ethno-political identity dominate (both a certain state and legal space, and Eurasia in general).

2. LITERATURE REVIEW

The dominating problem in the West European research projects setting the “tone” to Political Studies in Eurasia is the foundations search of the political system and civil outlook, which would provide the “universal civic consciousness” development (Altermatt, 2000), connected not with the cultural traditions determined by the nations, ethnic groups, and with universal “constitutional and legal identity” (Habermas, 2008).

The political management problem in the broadest sense was always the focus of the scientists’ attention since the origin of the political philosophy. The study basis are the tendencies of modern political management, which was laid by the works of G. Almond, D. Bella, M. Weber, A. Giddens, R. Darendorf, etc. The achievements use of the classical management created by F. Taylor, A. Fayol, G. Emerson, L. Urvik, E. Meyo, P. Draker, G. Simon, A. Etzioni, L. Bertalanfi, etc. became essentially important event for the theory and practice development of the political management. In modern literature, there were such directions as “social management,” “innovative management.”

At the end of the XX beginning of the XXI centuries the West European political science and public and imperious practice proves and carries out sharp dismantle of national consciousness and welfare (political, ethnic, spiritual, intellectual and so forth) specifics.

Thus, there is “assembly” of a new community within which many uniqueness and other deviations are not the basis for identification (Beck, 2007). However, the implementation practice of this project, at least in the Eurasian space, causes many problems and disagreements. “Clarification” of political researches from steady welfare dominants brings: To universal crisis of valuable and standard bases of the public-power organization (Gray, 2003; Sinyukov, 1994; Ovchinnikov et al., 2015); to the political culture deformation (Shtopka, 1996), to the sense of justice, to distortions of the political institutes and public establishments functioning (Baranov et al., 2015); to destruction of the government traditions providing stability and reproduction of socio-political integrity and ethno-political stability (Lyubashits et al., 2015); and to the right pragmatism and bureaucratization (Baranov et al., 2015); to the spiritual moral collapse and deharmonization of social and standard regulators (Agamirov et al., 2015).

Now in the Eurasian space both in the research practice and at the level of professional and doctrinal political consciousness conservative orientations in the public and power organization development start dominating.

3. MATERIALS AND METHODS

For the study methodological base construction, the development trends of the public power organizations in the Eurasian space is extremely important socio-cultural or civilizational approach to politics, state, power, law. Exploring the political life of the individual, ethnic group, nation, or any other socio-cultural unity, first, you need to understand and learn the system dissected its actual value preferences, defining political views, political consciousness and socio-political thinking activity. The system of values and normative preferences given value hierarchy in which the social and political values are arranged in a specific order.

The wrote material used methods such as system and structurally functional, aimed at identification of elements of interaction were used; the comparative political analysis aimed at the comparison of the same political institutes and processes; the political cultural analysis focused on the political processes determinacy by the political culture. The important group of sources on a problem are the works connected with practical application of political management within such research approaches as behavioristic, system, structurally functional, comparative-historical, interdisciplinary thanks to which the political science had ample opportunities for comprehensive investigation of political and administrative institutes and processes.

Therefore, theoretical and methodological foundations of the study are based on the following: Necessary theoretical, methodological, conceptual and practical transition from the construction and study of extremely ideal political models and universal doctrinal and political models to the consideration of specific socio-cultural forms, traditions and landmarks in the development of political thought and practice, supporting publicly-imperious stability and reproduce socio-political integrity in the Eurasian space.

4. RESULTS AND DISCUSSION

4.1. Conservative Platform of the Public-power Organization Transformation

Conservatism as the legal and political thinking style represents the specific thought-activity and figurative-symbolical structures reflecting the way of knowledge and the assessment of the existing state and legal reality, and the public and imperious practice directed on preservation of the traditional state and legal experience, rationalization and representation steady irrational (extralegal, ethno-political, archetypal, etc.) dominants of national, regional and local cultures (ethno-cultural specifics), their protection and reproduction.

In the changing political and legal reality, the conservative style (despite the various nuances, program provisions, ideological preferences, etc.) is focused on the stability and continuity, public

preservation and imperious and other forms of the organizations providing unity and integrity, solidarity and justice. Moreover, the last act as type-formulating signs of the thought-activity conservative type, characteristic for various conservative doctrines, doctrines, ideological platforms. In turn, the content of conservative thinking can change depending on concrete historical conditions, the arising problems, etc.

Certainly, the modern Eurasian political space is very specific and non-uniform, has various socio-cultural trends and political development programs. At the same time, in the space can be identified a number of typical conservative platform, realized in a particular unique Eurasian community. There is a short description below.

4.2. Traditionalist Ideological Platform

This platform of the conservative transformation of the public-power organization relies on the restoration of the traditional world outlook paradigm of national perception of the state, power, policy and the right, public and imperious forms of the interaction of the personality, society and state. As a rule, as a “the idea” basis (idea principle) the organization principles of the imperious relations, characteristic for monarchic (or neo-monarchical) organizations.

In general, the traditionalist conservative thinking is characteristic mainly regressive attitude towards the social and political values and ideals of the state and legal development. For example, the Russian political space as the neo-monarchical revival sample acts during the formation and development of the Moscow state, which is treated as part of the ideological platform as the landmark and the fateful choice of Russia, the national-cultural archetype of the power relations organization, successively reproduced from generation to generation. It should be noted that such sample, or the political archetype as “the epoch-making period” of the national statehood development is present and is steadily reproduced and in the other Eurasian communities (Kazakhstan, Tajikistan, Turkmenistan, Armenia, Georgia, etc.). Let us emphasize that, naturally, this political archetype (the epoch-making period) is reproduced at the hidden discourse level and most often is not present at the public doctrines level and agendas at all. At the same time this political archetype acts as form-building idea of the state and legal organization at various stages of evolution of this or that Eurasian state (Ovchinnikov et al., 2009).

Therefore, the national and cultural (unique) political archetype created during this era, acts as the type-forming element for the Eurasian political and legal culture mediating as a choice of the organization models of the public and imperious relations, and typologically similar tendencies of their development in different concrete historical conditions (“Russia: Monitoring, analysis, forecast,” 1996).

Within this ideological platform various directions proving the principles of the organization and transformation (first of all, the gradual evolutionary development, which is based on national values, traditions, customs and so forth) the modern imperious relations in the society “coexist.” The perspective of the imperious relations organization is connected with the traditionalist autocratic

principles here. In the autocratic power activity and its exclusive layers, it is necessary to look for the imitation sample today, after all significant social projects and the major reforms directed on the national political space optimization and modernization of these or those national activity spheres were successfully carried out only in that case when they were carried out according to the decision and under control of the Supreme power.

4.3. The “Updated” Eurasian (Neo-Eurasian) Ideological Platform and Its Management Method

It is based on the world outlook and ideological basis of pre-revolutionary government-studying scientists, philosophers, geopolitics, etc. Within this project of the conservative evolution of the public organization system the idea and the principles of the modern civilization approach to the state, conducting political management of the power to society, policy, right is formed, proving typological uniqueness of the imperious relations and functioning political, economic, etc. institutes (Dugin, 2004).

Political management is one of the government forms in policy according to which specific issues of the authority and political figures consolidation, formations of the state institutes appeal, political parties, public organizations or movements, creations of electoral preferences of masses, the organizations of the political unions, associations, fractions, etc. are resolved.

Political management is the administrative relations system connected with the political trends and processes. Political management as the concept represents consideration, acceptance and implementation of political decisions that the specialized group of people (political, ruling elite) carries out.

The politicians’ purpose is with the help of legal norms, agitation and manipulation to achieve the desired behavior of certain groups in society. Therefore, political management is used to regulate the impact on the public with the aim of belief in a particular political choice.

With this as the guiding principles of the power relations in the national legal space neo-Eurasians allocate:

- First, it is the revival of the role and messianic values of the Russian state in the Eurasian region and the approval of the spiritual and moral standards in the basis of civilization and culture, as opposed to utilitarian power relations, consumer and individualistic dimensions of the social system;
- Second, the institutional and normative fixation of the existing legislation and political practice of the new formation principle of elites, based on the selection of people on the basis of merit, spiritual, moral and professional qualities, the development deontological bases of the law enforcement, law enforcement, judicial and other political and legal activities as well as the system development of the patriotic education and formation of spiritual and moral standards of the individual and social communication (in various cooperation spheres);
- Third, the formation and implementation of socially oriented state policy that ensures solidarity and mutual support, as well as the preservation of the social and political institutions of the socialist society in various life spheres (health, education,

- housing and communal services, pensions and so on);
- Fourth, the nation-state place or the cosmopolitan liberal democratic unions should come the new type of public-legal organization that combines the association of large continental spaces (here, obviously the development of the N.Y. Danilevsky ideas about the formation of the super-union single Slavic state in the Eurasia space) with the complex, multi-dimensional system of national, cultural and economic autonomy.

4.4. Modernist Conservative Ideological Platform

It is presented by the created projects of the conservative ideologies the official power combining a set modernization (contemporary, modern) and steady sociocultural values, ideas and representations (Mordovcev et al., 2008). In particular, the modern official ideology of the power combines the various values set, such as freedom, equality, justice, appeal to the past as a source of future fulfillments, successive and evolutionary development, orthodox belief, moral standards, family, property, state, justice, law, order, freedom, in its connection with responsibility and protection of human dignity, patriotism and so forth.

Using the ideology of conservative and modern ideas and values connection (modernization and innovative) is quite logical it corresponds to the established worldview of modern people, their values and regulatory framework, as well as international legal and political standards and developing the law unification processes and political standardization of management systems of public power relations in the state.

This so-called “synthetic model” of the neoconservative style of the political and legal thought, trying to combine the contemporary processes of modernization and sustainable socio-cultural values of the society. For example, the modern sociological researches fix dominance in the Russian society as the liberal-individualist (38%), and authoritarian communitarian (37%), social and political systems, as well as about 18% of mixed political ideas, combining both the first and second political attitudes (Shestopal, 2011).

Over the past ten years in the development of modernist neoconservative project was not conceptual ideological and ideological unity. At least in the official ideological concept of the power-law relationships optimization, there was three different programs: The “strong state” formation that ensures social justice, stability, etc.; the “sovereign democracy” model, which was more focused on the independence of the Russian state policy in the international arena, and its impact on the global political, economic, socio-cultural and other processes; “social conservatism” project.

These conservative projects were not isolated from each other, on the contrary, their evolutionary continuity located in official rhetoric. For example, in official texts and statements, their logical coherence was emphasized, and synthetic approach (combination of traditional and modernization ideas and values) to state legal development of the Eurasian spaces located. Similar modernist style of the neo-conservative project, according to V.N. Leskin, is focused on formation of modern, adequate times of balance

“between interests of the free personality and the state urged to protect it, between individual and collective, between globalism and ethnocentrism” (Leskin, 2010). This conservatism option defends only invariable values and steady national ideas and does not accept in the present only that threatens those values and ideas or does not try to create them adequate modern replacement.

4.5. Post-modernist Conservative Ideological Platform

It is a certain kind the social technology, i.e. acts not as the organization conceptual and ideological paradigm and the modern imperious relations development, but has the character of rather “technological option” of the national development strategy, which is designed “elements from those old and new ideological systems which occur in the Russian society” (Russia ...). It is some kind of fragmentary and skillfully “sewed” model of the public and power organization legitimating itself both through traditional valuable and standard system of coordinates, and by means of modern dominating in the society of ideas, values and requirements. These “fragmentariness” and “contextual” allow it to adapt easily for various world outlook systems operating in the modern Russian society and “to coordinate” with constantly changing international and internal political context, geo-legal tendencies which are developed in the Eurasian spaces.

The post-modernist style of the conservative thinking is the mosaic and contextual approach to the imperious relations organization. This post-modernist approach, on fair expression of T.P. Vyazovik, is the designer, i.e., is designed from various ideological programs, blocks containing different valuable and standard systems (Vyazovik, 2011). As the most known post-modernist conservative project, it is possible to allocate the political brand “Russia Project” developed by the modern conservatively focused writers group and having the anonymous character. It represents the designed ideological system of socio-political, spiritual, moral, and geopolitical bases of the work transformations of the political manager. In addition, it is based on both the Christian conservatism traditional values, and the new modernist principles political practices of maintaining the main social and economy state policy.

The political manager has to possess the strategic thinking, to see prospect, the main public-power organization problems. Organizing work of the platform and demanding strict performance of tasks, he should not become the supervisor.

At all distinctions in approaches and the objects choice of the post-modernist conservative ideological platform, they have something in common, and this general use is the use of the universal management tools. It is known that distinctions usually become known in the specification process of the phenomena analysis, and the general is already shown at higher level of abstraction. System approach to the organization and management allows to reach this level.

The system methodology in management gained the recognition and wide circulation already in the second half of the XX century. The scientific and technical progress which gave a powerful impetus to broad automation of productions began to make the revolutionizing impact and on the power management processes.

The system approach was included into the modern theory of the organization and management as special methodology of the scientific analysis and thinking. Ability to system thinking became one of requirements to the modern manager.

The system approach essence in the political management is to provide the platform to the publicly power organization as the system. The system, by many authors definition, is a set of interrelated elements. This combination characteristic feature is that its properties as system cannot be reduced to the simple sum of properties of its member elements.

The quality organization of the system is usually expressed as a synergy effect. It appears as the result in system performance and is obtained generally higher (lower) than the results sum of the same individual elements constituting the set. In practice, this means that some of the same elements of the system we can get the same or different properties, but different in effectiveness depending on how these elements are interconnected, i.e., how the system itself will be organized.

The general reasoning logic in various books published sufficiently large circulations, associated with the formation of the social system and ideational organization of the power relations. Ideational character (P.A. Sorokin's definition) of the political organization is based on the traditional type relationship of moral philosophy, in which the vertical value-normative hierarchy is oriented from the earthly world, the world of everyday life and life to the supersensible (Baranov, 2005). This ideational thinking based on ideational ethics, which is characterized by disdain for worldly (social) values, material things, power, wealth, bodily pleasures and so on (Bachinin, 2006).

In this respect, the arguments about the power relations organization and the government form relies the formation of some universal Christian conservative theocracy, where the supreme power and the individual public authorities are subject to the Church and the spiritual and moral standards. In this organization "will not dominate the power to go into making decisions based on political rather than religious reasons ... at this Cathedral will be guided only by questions of faith, and nothing more. This will be the first Christians level Cathedral."

It negatively assessed the traditional principle of the socio-political service, which, according to the authors, is often expressed in the mass in the form of "instincts of justice" not meaningful, ideological and conceptual base, empty and useless in the socio-political and legal life. However, this principle can be used to achieve the desired universal conservative Christian organization, i.e., the majority has to serve, realizing the "public instincts," to ideological minority.

4.6. Convergence of the Conservative and Modernization Prospects

Transformational processes in the Eurasian public and imperious space traditionally have the convergent character. So, in modern political systems on the Eurasian space are steadily shown: Democratic institutes, forms of political pluralism adjoin to

authoritative installations of political and legal consciousness; projects of restoration of old regimes with thirst for system updating; command forms of acceptance legally and politically significant decisions with innovative technologies and ways of interaction (for example, based on interactive democratic technologies of interaction and management, civil control).

This convergent character is inherent to the public authorities and society interaction, because, on the one hand, recognizes the importance and the need for civil society organizations and movements in the development of the national publicly-imperious space, and on the other, – the government and public institutions interaction based on the former, ideological and political installations and authoritarian control procedures. In the aspect of convergent ethno-national nature of the public power transformation, it is associated with the dominance of the national (federal) trends as well as local, regional, ethnic. In the Eurasian political landscape converging socio-cultural trends of transformation to ethnic and province factors and stable publicly-imperious dominant interaction.

5. CONCLUSION

In general, it should be noted that the opposition between conservative and innovation strategies of the public power organizations transformation is primordial in intelligent constructions and in legal and political practice. In the context of the Eurasian political spaces development that the opposition is not only "bared contradictions" in the development, but "encouraged" a qualitative transformation of the political and legal organization.

The political management subject in the public-power company cannot rely on the right of legitimate coercion and does not have the ability to create rules, which are of obligatory character. The political aim of the management subject is to change the political situation in the country.

The problem of the essential power determining in the country and the main aspects of the "political management" concept is currently one of the most controversial. The poly-conceptual modern political science, social philosophy and political sociology is directly reflected in the power definition as the social and political relations integral part. The many forms of existence and manifestation of the power causes a lot of theoretical and methodological approaches and conceptual models to explain the power essence and nature.

From our point of view to harmonize the transformation processes (modernization and conservatism), should take into account the following points: First, the transformation processes of publicly-imperious space is non-linear, complex and ambiguous, so there can exist and develop various conservative and modernization projects, as well as possible variants of the alignment (convergence) both in government policy, and in the local public power system activities; second, these processes always develop in the context of the specific socio-cultural environment (national, regional, local) and, accordingly, have their own specifics and "local" laws of the political management development.

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