

## **SOCIAL TRANSFORMATION IN THE CONTEXT OF TEMPORAL REFERENCES**

**Vitaly V. Popov, Oksana A. Muzika, Vladimir V. Podberezny,  
Aleksander M. Chervony, Margarita V. Krevcun, Oksana A. Holina**  
**Rostov State Economic University (RINH), Taganrog, Russian  
Federation**

**Abstract:** *Methodological approaches to modern transforming society are considered; it is shown that modern society should be viewed in a dynamic aspect as a society of social transformations; the problem of the need for a correct and adequate display of significant issues of social development within the philosophy of science and social philosophy in the system of the semantic apparatus; demonstrated the existence of different levels of application of the conceptual and semantic apparatus when considering social transformations at the level of complex social systems; revealed that it is advisable to conduct a discourse that social synergetics allows modeling moments relating to the creative, active, practical activity of the most knowledgeable social subject when studying social transformations within the framework of a transitive society; features of the development of social transformations in nonlinear development of society; the situation has been investigated whereby a social subject, using some tool, will determine and choose a specific variant of the corresponding system of development, functioning, modernization, transformation of society; it is postulated that the social subject constructs a number of images of social transformations that reflect perception not only of a complex of real events but also mainly focus on the idea of how social processes will develop in the future; it is shown that in such situations, the priority role is indicated not only by those factors that stem from the essence of different versions of social being, that is, in this case, and those factors that each researcher connects with objective factors and which assume the trajectory of historical and social processes on the time scale, directed from some present time to the future.*

**Keywords:** Methodology, Social transformations, Transitional states, Social subject, Periods of transition, Alternative, Evaluation, Time, Instability, Temporal referents.

**Topicality.** The study of the role of temporality and transitivity in socio-historical development has a long philosophical tradition: ideas by Aristotle,<sup>1</sup> G. V. F. Hegel<sup>2</sup> etc. The socio-philosophical specificity of the consideration of the concept of transitivity has basically indicated the direction of formation of an adequate conceptual apparatus for the study of social transformations. However, intensive studies of transitional periods and periods of transition in the context of self-organizing

---

<sup>1</sup> Aristotle, *Works: in 4 vols*, volume 1, Moscow, Thought, 1978-1983.

<sup>2</sup> G. V. F. Hegel, *Philosophy of history. Composition in 14 vols*, volume 8, Moscow, Publishing house of socio-economic literature, 1929-1958.

systems have not led to systemic generalizations of both content and conceptual nature at present. Limitations of theoretical and methodological tools of system analysis have determined the local character of representation of a transitive society in the sphere of studying social dynamics. In post-neo-classical science, the problems of a transitional or transitive society are being actively discussed.<sup>3</sup>

The application of the temporality factor to the study of social transformations is effective as it expands the subject sphere of science, contributes to a holistic comprehension of modern global social transformations as well as to identification of the role of the social subject in similar processes in correlation with priority areas of society stabilization. The modern stage of development of the society is marked by the fact that there is a great variety of methodological approaches that are actively used in the context of various research programs. Of course, it's not just about finding theoretical grounds, methodological approaches to examining, for example, the internal structure of development of a modern transforming society, but such problems as the ontology of social and philosophical knowledge, become priority in any case. And in connection thereof, of course, we cannot fail to note the problem of modeling, which is now taking into account the development of new approaches and methods to a transforming society, has received considerable activity in a number of sources. It should be noted that considerable attention is being paid to the analysis of issues related to the fact that modern society should be viewed in a dynamic aspect as a society of social transformations, furthermore it is really subject to certain changes, transformations and upgrades.<sup>4</sup>

The purpose of the article is to reflect the specifics of social transformations in the context of temporal referents.

## **Methods**

Were used general philosophical methods and principles of research, i.e. historicism, consistency, systematicity, comprehensiveness,

---

<sup>3</sup> G. G. Gadamer, *Truth and method: Fundamentals of philosophical hermeneutics*, Moscow, Progress, 1988; T. I. Zaslavskaya, *Modern Russian society: the social mechanism transformation*, Moscow, The Case, 2004; C. Booth, *Strategic Procurement: Organizing Suppliers and Supply Chains for Competitive Advantage*, London, Kogan Page, 2014.

<sup>4</sup> G. V. F. Hegel, *Philosophy of history, volume 8*; A. S. Akhiezer, „Philosophical foundations of social cultural theory and Methodology”, in *Issues of Philosophy*, 9, 2000, 12-19; I. V. Bestuzhev-Lada, „Retroalternativistics in the philosophy of history”, in *Questions of philosophy*, 8, 1997, pp. 14-23.

unity of concrete and abstract, logical and historical in social cognition as well as such social and philosophical methods as analogy, modeling, comparative-historical and historical-retrospective ones.

## **Results**

-The subject is presented as an initiative one, an active subject, not only initiating social development alternatives in social transformations, but directly paying attention to the search character itself with respect to those alternatives that can be scheduled in transition periods. This gives the opportunity to address problems relating to modeling of social transformations and precisely such constructions of historical and social processes that are typical for a modern developing society.

-It is appropriate to conduct a discourse that the social subject is concerned with the completeness of certain alternatives in the framework of social development, and this completeness gives the opportunity to reason that a particular alternative is correctly chosen within the framework of social transformation. It is initially correct, rationally and analytically built.

-Modeling social transformations is primarily connected to adoption of initially defined prerequisites, which finds implementation within the framework of specific local solutions. Such decisions involve construction of models that correlate not simply with certain results of the social entity's activity, but are aimed at the expected utility in the context of activity of the social subject itself with respect to the complex of social events within social transformation.

-Inspecting social transformations, crisis periods, crises of unclarity, uncertainty and instability in transition periods of the development of the society, the researcher must take into account the fact that various problems and questions arise as to how a social subject studies such a social process.

## **Discussion**

In the literature there are many approaches to social transformations, starting from sociocultural and sociological approaches entering the sphere of political and legal transitology. The designation of such directions in the study of social transformations is quite useful, but sometimes the philosophical part of the problematics was directly secondary. At the same time, the main emphasis in such local discussions was shifted to interdisciplinary problems and priority could be given to

both political and sociological aspects. Therefore, the study of characteristics and features of social transformations has sometimes taken a fragmentary character. Within the framework of intensive dynamics of the society development, it has become significant and relevant not only for a holistic consideration of social transformations, but also for its representation from the n-level position connected with studying the development mechanism, internal structure, the specifics of formation and functioning. Concepts of preference, temporality, general validity, reliability, etc. became actively used in the integrated consideration of social transformations.<sup>5</sup>

In the modern socio-philosophical literature, the study of social transformation implies the use of such terms and concepts as: evaluation, time, structure, without denying the individual psychological parameters of a social subject studying the existing approaches to social transformation. These problems were drew upon by such renowned Russian scientists as: I. V. Bestuzhev-Lada (1997), E. M. Sergeichik (2002), V. S. Stepin (2000), who were widely developing a concept of post-nonclassical theory and post-nonclassical rationality, emphasizing the active position of the subject in alternatives of the transforming society. Therefore, the theory of alternative trends becomes relevant in relation to the periods of transit, in situations where at the different levels really existing versions of social existence are studied. In this regard, it is important to note the conceptual-semantic side of the "possible worlds" theory, associated with highest priority with the name of J. Hintikka (1980). In Russian science this concept has a lot of followers, for example-Yu. M. Lotman (1996).<sup>6</sup>

To various aspects of correspondence between the social transformations and the contents and structure of social processes their work dedicated A. S. Akhiezer (2000), Yu. M. Lotman (1996), A. Yu. Melvil (2002),<sup>7</sup> M. N. Rutkevich (2004), etc. Methodological aspects are reflected in the research of T.I. Zaslavskaya (2004), A. S. Akhiezer (2000) and others.

In the modern socio-philosophical literature there is the discourse on the understanding of the correlation of social transformation with the

---

<sup>5</sup> G. G. Gadamer, *Truth and method: Fundamentals of philosophical hermeneutics*.

<sup>6</sup> Yu. M. Lotman, *Inside the thinking worlds*, Moscow, Languages of Russian Culture, 1996.

<sup>7</sup> A. Yu. Melville, „The methodology of the "funnel of causality" as intermediate synthesis of "structure and agent" in the analysis of democratic transits”, in *Polis*, 5, 2002, pp. 54-59.

structure of social processes and the temporality factor.<sup>8</sup> This is quite serious, interesting problem though, in this case, the original real-world research goal, aimed at a reflection of historical and social processes in the context of the alternativeness of the social and historical development, transformed into another context, namely that, to a greater extent aimed at identifying the source attitudes and goals of the subject. In this case, the discourse will focus on those situations, when the social subject by using any of the tools will identify and select the specific version of the corresponding system of society development, operation, modernization and transformation. Moreover, in this case, it naturally will deal with some dynamical system.<sup>9</sup>

In this dynamic system it is necessary not only to build up the chain of subordinate and coordination relationships between concepts and categories, but also to introduce them properly to the study from the point of view of sequence, importance and specific issues resolution. This situation is very significant point through the alternative paths introduction and the determination of the trends and possibilities of the socio-historical process as a whole, that directly will affect the formation of the peculiar spectrum of relevant social events in the segment of future time.<sup>10</sup>

It should be noted that the very activity of the subject often involves such research purposes, when a priority position is get by the integrated approach to the conceptual system with which the social subject is going to work. As for active search activities, then, as usual, a rational activity, it, in this case, can be not a major but complementary, although, of course, do not forget about the fact that we have a classic example of the dialectical relationships between different human activities.<sup>11</sup>

---

<sup>8</sup> *Ibidem*, see, also: M. N. Rutkevich, „Transformation of the social structure of the Russian society”, in *Socis*, 12, 2004, pp. 41-45; E. M. Sergeichik, *Philosophy of history*, St. Petersburg, Lan, 2002.

<sup>9</sup> V. S. Stepin, *Theoretical knowledge*, Moscow, Progress-Tradition, 2000; J. Hintikka, *Logico-epistemological studies*. Moscow, Progress, 1980; V. V. Popov, O. A. Muzika, S. I. Maksimova, „Alternativistics in the context of social development”, in *Eurasian Law Journal*, 4 (107), 2017, pp. 373-375.

<sup>10</sup> V. V. Popov, O. A. Muzika, S. A. Kiselev, „The concept of transitivity and transformation of society”, in *International journal of applied and fundamental research*, 1-2, 2017, pp. 365-368; V. V. Popov, O. A. Muzika, V. A. Timofeenko, „Social conflict in the context of nonlinear processes”, in *International journal of applied and fundamental research*, 1-2, 2017, pp. 361-364.

<sup>11</sup> G. Simon, „Rationality as a process and product of thinking”, in *Thesis*, 3, 1993, pp. 16-38.

Of course, in such cases, the subject appears as the initiative subject, the active subject, not only initiating in social transformations the variants of social development alternatives, but directly drawing attention to the search character itself regarding those alternatives that may be identified in the transitional states. This gives him the opportunity to raise issues relating to the modeling of social transformations and such constructions of historical and social processes that that characterize a modern developing society. Moreover, they will not only function in this society, but they having the dynamic aspect will pass through this society and, consequently, will be implemented in the future segment. Considering the neopositivistic position on this situation, then we can now say that in this case the social subject enjoys such categories: the confidence and the general significance.<sup>12</sup>

In this case, it is just very useful and effective from the standpoint of determining the range of different events in relation, for example, to one or another segment of more or less distant future. Methodologically important in this situation are the principles of the general significance and of the social transformations significance itself, as a researcher, in fact, goes on quite an interesting and complex problem that is associated with the presence of competition amidst the alternativeness within the ways of social development. In this case, the complexity of the situation largely was that the social subject must make a choice and this choice is very difficult, because it concerns one of several competing alternatives, and as soon as, the choice of local alternatives will actually represent the real position of the knowing subject in relation to the corresponding social transformation.<sup>13</sup>

Moreover, such processes affect some evaluating factors that usually allow to use them also in terms of interpretation of complex events in social transformation, which a social subject is currently working at and the set of those events with which it will work within the future reality. In this situation the assessment factor is important also from this point of view, that actually allows to return to quite complex and required original problems associated with the primordial understanding of the social transformation, transition periods and

---

<sup>12</sup> V. G. Fedotova, *Changing sociality: new forms of modernization and progress*, Moscow, IFRAN, 2010; V. V. Popov, „Social transformation in the context of social processes”, in *Eurasian Law Journal. Philosophical sciences*, 9 (100), 2016, pp. 364-367.

<sup>13</sup> V. V. Popov, O. A. Muzyka, „Transitive concept in the context of the transformation of society. Context and reflection”, in *The philosophy of the world and man*, 5, 2016, pp. 121-130; N. Slack, A. Brandon-Jones, R. Johnston, *Operations Management*, New York, Pearson Education, 2016.

evaluation of any given processes that allow us not only to say that in these transition periods the certain trends and possibilities were conceived and formed, but also to consider the different versions of existence, which allow social subjects to build particular scenarios of social transformations in the future.<sup>14</sup>

That picture of the future time or the scenario that a social subject will build through some models and designs, of course, will imply a certain set of tendencies and alternatives that appear to us as historically and socially defined. Thus, again, the priority roles will be given to the methodological features of social transformation and transitive periods, i.e. correspondingly to those various comprehensive schemes for the development of historical social processes which the social subject produces as part of his research. In this case, the discourse will focus on those contiguous situations, when the social subject by using any of the tools will identify and select the specific version of the corresponding system of society development, operation, modernization and transformation.<sup>15</sup>

We emphasize that such ideas, of course, affect the overall process of social development and suggest that social subject constructs a series of images of social transformations that somehow reflect its perception of not only the complex of these events, but are mainly aimed at the idea of how social processes will develop in the future. Certainly, in such situations, the priority is indicated not only with the factors that arise from the essence of the different versions of social life, i.e. in this case, but also with the factors that each researcher associate with objective factors that suppose the trajectory of historical and social processes on the time scale, directed from certain present time to a future time.

In the present case, notice that such significant, but enough little-researched questions, of course, involve the recognition of the existence of some reasonable actions and reasonable decisions on the interpretation of social transformation. Even if the actual result associated with the need to combine and represent into a single social transformation of various alternatively within the areas of social development is not achieved. First of all, in this situation, one may refer to some practicality of the social subject's action in representation of development alternativeness from solving research problems

---

<sup>14</sup> V. V. Popov, „Methodological features of social contradictions”, in *Humanities and Social Sciences in Europe: Achievements and Perspectives*, Vienna, 2014, pp. 215-219.

<sup>15</sup> Idem, „Social rationality and global evolutionism”, in *European Applied Sciences*, 7, 2013, pp. 71-73.

perspectives. This is what happens in the selected interval period of transit.

Idealization will be related to the fact that the researcher himself will be within the period of this transit and, consequently, will manage the transformations that will take place. In scientific literature there is a dispute regarding the fact that in such situations, one should use the structure of the events forming the historical process and already in the framework of this structure to distinguish local substructures.<sup>16</sup>

In this case, the discourse, in our opinion, deals with not only different levels of complex learning of a dynamic character of social transformations in the context of social development. It also deals with the fact that the diversity of issues concerning the instability of social transformations within social development implies making its way to the main roles exactly in these cases of dynamic concepts and categories. Modern literature gave a pretty good rise to research in this field within the research of so-called situational semantics which has considerable methodological characteristics regarding different semantic rows of dynamic constructs.

Certain basis has been laid concerning the development of research tasks aimed at establishing certain relations between dynamic notions that are significant when deciding on some aspects regarding the description of social transformations of different types. For example, it is impossible not to mention such important problem as the problem connected with the correlation of different temporal structures. The aforementioned scientists have put a considerable amount of effort into the efficiency of such correlation; particularly, one of the main branches of their research is the achievement of the time of transition of interval and momentum structures of time.

Scientific results have allowed the researchers to turn to the mixed two-sorted ontology within the philosophy of time, and the leading role was given to the problem of choice of a temporal construct when conducting a certain research regarding social transformations. This means that social transformation received a rather firm foundation in the developed mixed temporal reference. On the other hand, the certain conceptual semantic confusion that emerged in a number of similar and related studies also became less relevant, since it is necessary to arrange into a system such terms as interval, period, section etc.

---

<sup>16</sup> E. Elizbarashvili, „The Attempt to Overcome Time Dynamic Theory in the Concept of Eternal Return”, in *European Researcher*, 74 (5-1), 2014, pp. 837-841.



The discourse also deals with how correctly, adequately and accurately it is possible to establish conceptual apparatus necessary to conduct such research regarding social transformations, periods of transit which in this case are taken as not only some structural elements of the general theory in the processes within historical development; those are periods that possess different tendencies, alternatives which, to some extent, gives an opportunity to talk about them as such period in which different scenarios of future could be formed.

Furthermore, in this case, we should not forget about the fact that a certain role will be played by the conceptual apparatus of social synergetics. Note that a simple look at the option of instability of the periods in the context of social transformation leads to the necessity to conduct a research which happens in it; in this case, we can already talk about a certain number of concrete processes which contradict themselves. At the same time, an important place will be also taken by the search for structures of time which would reflect the processes that the researcher observes not only in the period of transit but also in the visible social space where the researcher works within the general analysis of a historical process.

A rather significant aspect of the general problem is associated with the fact that it is necessary to imagine correctly whether the transit period implied as a period of a transitive crisis state correlate with the time structure that, in this case, will be in priority; for example, in this case, we believe that interval period time structures would be the most efficient ones. Of course, it is possible to assign the research of temporal structures to a different sphere, i.e. the sphere of complementarity of a periodic structure and interval structure of time. It is even possible that a mixed periodic interval structure will attract some interest.

Such structure will reflect existing processes which happen during contradictory and crisis moments in the context of social transformations. The question under examination can also have deeper points; in this case, it is worth saying that when looking at crisis situations within transit periods and involving such researches into the research field of the historical process itself, it is worth pointing out that, in such way, the researcher will also deal with a multitude of social events.<sup>17</sup>

However, there emerges a certain field of search of correct alternative directions of not only being and moving of tendencies

---

<sup>17</sup> S. Shah, A. Ahmed, N. Ahmad, „Role of Packaging in Consumer Buying Behavior”, in *International Review of Basic and Applied Sciences*, 1 (2), 2013, pp. 35-41.

through periods of transit but also, in necessary cases, through the sphere of a continuous present; yet a more serious problem emerges—such alternatives can go through intervals of time in which it is rather difficult to interpret or assess them. From the viewpoint of social synergetics, this will be the states of uncertainty which are formed within the instability of transit periods. Such cases should be treated from the viewpoint that if at any separate interval within the transit period, it was impossible to get an assessment of tendencies at some time interval, the social process itself, having traits of alteration of definite and indefinite transit intervals will virtually correspondently come to such interval when we can get this assessment or interpretation after some time, and not just get but also, based on it, extrapolate our own existing knowledge on the scenarios of future that the social subject assumes within the general research.<sup>18</sup>

It is, of course, impossible, to deny that sometimes the social subject can easily ignore this case, and this most often happens within the rational analytical approach to looking at alternativeness going on in the social transformation. That is why it is worthwhile suggesting that in such cases, leading roles are given to different narratives, including motivational narratives. Their main role is to make a positive influence on the behavior of the social subjects themselves from the viewpoint of the rationality they adhere to in respect to the assessment of a complex of social. The discourse will transition to the topic associated with a more detailed study of events that correlate with the social processes that the social subject can expose to some rational interpretation.

So let us note that when the subject rather consciously presents a certain vector of development of a complex of events, this gives the subject a possibility not only to determine the formation of a new reality, the future social medium, but also, from the viewpoint of a certain social situation, to study available periods of time correlated with historical and social processes; which will be a certain rationalistic reflection of the social subject's vision of the process of the reconstruction of social transformations itself though.

The subject accepting local rational decisions accomplishes a parallel reconstruction of historical development periods in such a way that the subject correlates them with the periods that possibly take place in the social medium where the social subject acts as a researcher. Of course, in this case, the social subject will unlikely settle upon the role of

---

<sup>18</sup> C. Erven, „Experimental three-photon quantum nonlocality under strict locality conditions”, in *Nature Photonics*, 8, 2014, pp. 292-296.

a half-passive observer of such processes and it is natural that the foreground of such reconstruction will be given to not only understanding of the social transformation but also making certain changes from the viewpoint of what a human subjectivity can bring to it.

It is especially important to emphasize that, at the same time, we are witnessing a significant reinterpretation of the whole complex of opinions and decisions which the social subject has determined in relation to their contemporary state of modern society, since in this case, an appeal to social transformations takes place; and they, in turn, are directly connected with fundamental characteristics of transit periods and crisis situations caused by an unstable development. In other words, we are looking at sociosynergetic ideas concerning the change of the worldview paradigm itself which appears when the researcher finds discovers certain problems regarding the construct of instability-better said-the philosophy of instability itself.

### **Main conclusions**

-retrospective historical approach to interpretation of social transformations has been analyzed;

-conceptual semantic aspects of social transformations have been introduced;

-characteristic differences of an alternative development of social transformations have been studied taking into account temporal referent;

-social transformations in a non-linear development have been introduced.

It is necessary to apply analytical approach only in relation to available local chronologies taking place in the context of social transformation establishment. First place belongs to a comprehensive analysis of transit periods which take place within a sequence of historical facts or social events, which eventually leads to complex research of a local transit period within social transformations. At the same time, a leading spot is again given to not only different levels of social being that exists within this period but, mainly, we are talking about those interpretations and assessments of this levels since, in this case, a philosophical worldview intertwines with a synergetic one.

**Acknowledgments:** The research has been conducted with financial support of Russian Foundation for Humanities as part of the research and development project: Transformation of Strategies for Social Reality Dynamics Research, No. 16-33-00003.