

Necessities of Cultural Strategic Management on the Basis of Lotman's Theory of Semiosphere

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Abstract

The paper aims to evaluate necessities of cultural strategic management on the basis of Juri Lotman's theory of Semiosphere. Also, it is to show how cultural text of society change due to establishing cultural spaces and institutions. When cultures encounter each other, culture dynamism takes place. In another word, cultural reproduction deeply comes to being when there are significant inter cultural communications. This paper applies a library method. The linguistic claims of Lotman in his theory may be considered constructively regarding cultural encounters.

Keywords: *strategic management, cultural strategic management, semiotics, semiosphere*

1. Introduction

Iranians live in the context of three culture, Iranian and Islamic and western. Culture is known as criteria for judging good and evil, fortune and misfortune of communities and individuals. Persian culture is trilateral and not just a side note. Cultural Solidification is caused by the lack of attention to each side. Reproduction of cultural dynamics in a society in transition, such as Iran is related to Cultural Strategic Management. Strategic planning at the macro level can help this.

The strategy is not an end in itself, but it is a moving target. The strategy involves the concept of flow, so by all means dynamic strategy. The strategy is not necessarily fast, but in a gradual process, sometimes long time perfection would have been achieved. In other words, the strategy is not dogmatic; Dogmatic is the pest of strategy. Sometimes the complexity and purpose itself does not motivate you, but such a strategy can and should be like this (Zandieh, 1996, 23). The main specification clearly acknowledges that strategic management is fluid and purposeful movement.

Strategic management has three main components: the "strategic development", "implement" strategic, "Strategic Assessment". Strategic management includes all aspects of the development and implementation of goals and strategies. These are general strategic step: A. The mission (vision) and objectives, B. Analysis of opportunities and threats, C. Analysis of internal strengths and weaknesses. Cultural management strategies should consider contemporary environmental changes and requires that a comprehensive plan for dealing with the problems of this application is not nothing but a culture of strategic planning (Salehi Amiri, Kavooosi, 2012, 24).

Comprehensive strategic plan is designing cultural development model in which the mission, goals, and mission managers are drawn and determines all the components involved in a specific cultural environment and prevent passivity and Cultural Solidification (Salehi Amiri, 2012, 9). A comprehensive view of strategic management culture is holistic and forward-looking.

One of the main requirements for strategic planning and cultural management is intercultural

communication. Today, the fate of the whole country is linked entirely to the changes of national and international levels.

Countries, more specifically entered in the area that their actions are inevitably influenced by developments in the field of culture. Although part of the culture change is inevitable, but a significant part of these changes was understandable and predictable, it can be "programmed" to be under control and be managed (Kavoosi, Tohidi Ardehaei, 2012, , 45).

Lotman overall view of culture is: the mass culture of a sign systems (languages) are formed in the past, texts similar symptoms in other systems, assimilation of different cultures moving the boundaries between literature and texts from beyond the boundaries of culture, are the mechanisms through which they can culturally influence on reality of the organization. The fact that certain parts of language culture are transformed it into a text make up daily cultural activities. The only thing to be a part of the sign is translated to memory. The human intellectual history as a struggle can be seen as a memory. Destruction of a culture is not accidental, in the form of memory loss, destruction, texts, and links that forgotten about that. (Internet article, Lotman)

Culture is a complex sign, an indication of the complex through the main code and secondary code raises its semantic range and provides the interchange of meanings and in fact contains all meaningful human behavior and codes of conduct that they will value. In principle, there is a relationship between the codes and the text and each other as well as historical and social aspects. In fact, due to its principle of operation and other ideological corollary defines the look to be changed, in the context of its production and its corollary principle that does another appendage. In practice, the boundaries between culture and communication culture that will maintain their vibrant culture and escapes stagnation salinity is necessary for their survival. A culture lives in boundaries (boundaries that separate it from other cultures), and continuous mixing process, the mixing action.

Essentials of strategic management are, "management", "culture", "economy", "ecological", "technological" and "social" (Kavoosi, Tohidi Ardehaei, 2012, 70). In order to raise awareness in the field of vision we should have an overall look. Appropriate use of cultural resources and cultural spaces help managers to lead their organizations with new perspectives and the new strategy moves them correctly within the organization, which places a priority on the agenda of managers and organizational and cultural orientation they will help. (Salehi Amiri, Sepehrnya, 2012, 246). Cultural conditions regularly are unstable and non-constant. Social factors are constantly changing policies if you do not specify cultural destination, many paths will not lead us to destination . It is important for a successful trip, where to go and how you want to go; targeted movement of strategic cultural management process is significance.

2. Material and Methods

This paper is based on enumerate the need for strategic planning of cultural management and cultural policy and cultural semiotics. Since the Lotman is linguist, sees culture as text. Cultural texts and cultural interactions are changing .Although some cultures are marginalized, but they will change and Lotman calls this variable space as sphere. If there is recognition in macro-management of the space, it can be used to get the other side of culture; there is definitely the possibility of cultural excellence.

In the field of culture, cross-cultural communication is one of the main indicators that there is a huge need for long-term planning. Cultures, should be put together to make up the cultural implications of each other, meaning they signified.

3. Research questions

3.1 Main questions

Regarding Juri Lotman's Semiosphere, what indices must be stressed in cultural strategic management?

What indices are needed for the necessities of cultural and strategic management?

3.2 Sub – question

What is the relationship between strategic cultural management and strategic cultural planning?

3.3 Discussions

Semiosphere: neither interactive nature nor culture

Yuri Lotman is a leading Russian semiotics and literary scholar and cultural historian. He was a member of the Estonian Academy of Sciences. Lotman is founder of cultural school semiotics Tartu – Moscow. Lotman in an overall look is a linguist and his analyses are often based on linguistics. In linguistics, if we look at the problem, a spoken language must have at least two systems to link to the one language as a sign system should be engaging between two persons. Lotman claims that cultural dynamics is significant when we put at least two cultures together.

Semiotics refers to the way based on the study of signs and sign systems can communicate meaning and to explain issues. Semiotic significance lies in the fact that semiotics can be related to the phenomenon in human culture and, therefore, the process of artificial. If we say that semiotics is the most important set of theoretical tools of cultural studies, we did not mention the exorbitant, because they recognize the power of semiotics and analysis of meaningful relationships in a wide range of human acts and products. Semiotic wants to understand the range of processes (Edgar, certificates Vic, 2002, 269). Intercultural communication "significant" focus on cultural semiotics.

However, the Lvtman, in the space of only a symptom and not the nature of space , this space also belongs to the cultural center and the periphery of culture and fun, but a cultural transition and joined the circle is being reproduced . Human nature and human society are getting bigger and bigger, and the nuclear periphery and are moving on the exchange, although it is a whole circle is growing, but there are elements within .Somehow this does not happen without a hitch always also occurs in many cases they must be accepted as a process. Impermeable core or center of but because their existence as human beings, it is permeable. And culture will not be easily fixed structure. Cultures that are linked together and how their relationship is interactive, face or other altered forms (Moein, 2010, 17) however, the interactive and dynamic relationship between the system and its environment is established. First, in order to change the conditions under which the whole system collapses and the first norm is the norm rather than the other (Moein, 2010, 16). Cultural semiotics, the implication is that at least two such claims to rid the freezing intercultural communication and cultural ambiguity should be meaningful. And could not have really any cultural meaningless without implying happen. So here is the strategic management strategic culture is difficult.

In other words, we can say that some cultures may not understand each other and do not have an adequate understanding of the implications of each other's culture.

3.4 Cultural policy and cultural management, strategic planning

Experts, management science, or for any administrative task, there are five components. These tasks include: a) planning, b) organize, c) resource mobilization forces, d) leadership, e) and Control (Salehi Amiri, Dowlatabadi, 2012, 64). Effective and efficient use of human and material

resources based on a value system accepted through planning, organizing, mobilizing resources, directing and controlling operations to achieve the objectives are (Rezayian, 2001, 8). And management simply means the art and science of getting things done, is to use resources to achieve goals.

Management depends on the management level; it is a different type of schedule. Operational level managers to focus on their current activities and technical issues are the front line. This type of plan managers, the short-term. Two-level executives, mid-level managers who are focused on their work, their organization and administrative coordination between units.

Middle managers plan focuses on medium-term planning is tactical. High-level executives, managers can take a leading role in the organization organizations are responsible for the planning and conduct of these directors, strategic and focus on long-term and medium-term plans (Nasiri, 1999, 146). Macro view of strategic planning relationship, no longer an issue that can be solved with the operational management.

Management plan will form the foundation. Planning is an essential bridge between the present and the future, and raises the likelihood of achieving the desired objective. Includes all activities that are planned to prepare the future manager performs. Actions that can be done in this area, Include setting long-term goals, develop strategies, policy, and consider the short-term goal. (Salehi Amiri, Dowlatabadi, 2012, 65). Cultural Strategic management involves decisions and actions used to formulate and implement strategies that lead to cultural dynamics between the two cultures, it is one medium or another entity, It enables organizations to achieve specified objectives. Also, as it requires management to enable a move to the current location of your next move. Setting a strategic direction for a cultural institution, is a complex task facing the management team Because: a cultural strategy for an uncertain future is obtained and there is a range of management's decision is limited to the management team And have some kind of restrictions to control it and make it pass, cultural environment includes social, cultural, political and economic factors in the global higher level.

Medium term or long term planning, strategic planning culture is associated with the extrapolation of the key variables; It is further assumed that a point is reached that point. On the other hand, cultural and strategic management creating competitive environment, not just a tactical maneuver, but creating a long-term perspective, remain constant over time. Strategic management in all fields of culture, while management is involved, but it is not like managing daily operations, It deals with the issues affecting the organization's principles. Cultural Strategic Planner for creating a cultural entity is an intricate task, culture is a non-quantitative concept because it is not measurable forms of Strategic culture and now it is trying to be a little bit. It is considered the cultural strategies can have different consequences. Roads and paths are facing many of the cultural environments and the dynamic state is not stable. Cultural practice in a period of luck, but rather is determined by the management. But it is different answers in different situations, but the reactions and responses can be directed.

4. Analysis

Cultural attitudes to issues management and planning as well as planning and management of the focal points of the current era is senior managers The semiotic content analysis to identify key words you want to "connect", "mean", the text, the style, implies, etc. signifier and signified is reached. Semiotics is trying to explain these concepts. What process occurs in relation to the question that we have defined for them? In the language being a person is senseless and impossible. The smallest social unit is a two-person unit. Since culture is a social process follows the analytical foundation. Thus, at least in the social system when two cultures come together and stay together constitute the smallest unit of social culture. In the process of growth and change that culture needs to be exposed to culture or other cultures so the cultural context can be produced and reproduced.

It is better to have a stop on the text and to provide an overview of it. "In any act of communication, we are continuously developing text" (Sojudi, 1387, 101). Here we specify the definition and interpretation of the text of an intellectual paradigm that is not easy to frame and fixed the issue can be found. If your symptoms get together and not pull any logic behind this still does not produce any text. Barrett says, "Within the context of the discourse is produced. Text is only an activity of production experience; the text cannot be stopped" (Sojudi, 2008, 122). Text tries to place himself beyond the boundaries. "Through the integration of text and publication is produced" (Sojudi, 2008, 110). Cultural text like any text follows the publication of cohesion and communication. The relationship between a range of cultural texts Lotman Sepehr says Mark. Midst of a cultural space where the cultural association "in the sky, a sign of an environment in which different languages and media (different cultures) are together and interact" (Chandler, 2008, 341). Lotman says cultural dynamics is the interaction of two cultures with their margins (fixed, 1389, 16). Both belong to the same connection point between two cultures and not belonging to any other sphere the signs say. Whatever their cultural center core and the periphery of another culture and the "other" is. Their culture is always legitimate, systematic, and continuum (fixed, 2000, 16) understand another culture, disordered, chaotic and wild-like monsters (fixed, 2010, 16) are considered. But ever since dual features cultural context, are produced and reproduced If this interaction and reciprocity in strategic management, which can vary from freezing in the areas of social and cultural failures can be prevented.

In order to manage intercultural communication should have planned better strategic planning and strategic management to know what is happening managerial level. All of the following when planning: short-term, medium-term and long-term strategic planning or strategic needs, medium term and short term plans is (Nasiri, 1999, 146). Strategic planning is the process of "principled leadership and action" (Nasiri, 1999, 146) for "purposeful movement" is that such planning occurs at the top of the organizational pyramid short term planning effective and efficient management culture strategy could not give an answer. Because the issue culture that is rooted in the beliefs and values that are not short production process. Strategic management strategic planning to assist in the management of cultural cross-cultural communication, tries to consider the basis of strategic importance. Needs of the six areas of strategic management, administrative, cultural, economic, environmental, technological and social terms is (Kavoosi, Ardehaey, 2012, 70), each with its obligation to perform or have performed. Kavoosi and Ardehaey (2012) Essential requirement for strategic management of cultural importance are the following items.

1. Intercultural communication,
2. Regional and international organizations
3. Globalization and Culture
4. Globalization and Identity

Salehi Amiri, Mohammad Heidari (2012, 97) in a model of strategic management plans need to consider the following items.

1. Cultural reform to achieve cultural integrity
2. Continuity and sustainability of the cultural management system, communication and technological developments .
3. Necessary to replace oil-based economy, cultural economy rather than cultural change management
4. In order to secure the fulfillment of cultural development and cultural production and cultural reproduction

The two models of intercultural communication as a fundamental component of strategic management consider culture.

And Piers Robinson Strategic Management is defined as a set of decisions and actions resulting in the formulation and implementation of plans of Mecca that are designed to achieve the goal (M: Hosseini, 1388, 5) (Pearce & Robinson, 2000) Strategic management process includes nine areas:

1. The Mission set
2. Development and internal factors
3. Analysis of the external environment
4. Analysis and evaluation of internal and external factors.
5. Identify the most desirable options by evaluating options based on the mission and goals
6. Choose a set of core objectives and long term strategies are needed
7. Develop and set annual goals and short-term strategy with long-term objectives and strategy of the original
8. Implementation of strategic decisions with an emphasis on consistency and appropriateness of the tasks, people, structure, technology, and reward systems
9. Review and evaluate the success of the strategic management process as a basis for future decisions to control and data (Piers, Robinson, M. Hosseini, 2009, 5, 6)

Strategic management is a complex process and multispectral planning must be implemented according to the proposed criteria should be monitored constantly. When you get into the field of culture and intercultural communication becomes more complex, and integration is not simple. As Lotman is the cultural context of the time they are absorbed and having a strategy, strategic vision and objectives can be a dynamic and creative culture. Cultural development is a prerequisite for any kind of development, (Salehi Amiri, 2012, 8). From the perspective of UNESCO, development, cultural development is the process by which changes in the areas of perception, values, and attitudes of people, capabilities, beliefs, gives them a special resulting behavior and specific actions that are suitable for development (UNESCO, culture and Development, Salehi Amiri, 2012, 8). Strategic management, cross-cultural communication cultural center that controls the process of interaction and interaction spaces arise in a dynamic and targeted to reach a meaningful relationship.

5. Conclusion

Strategic management requirements will vary depending on each of the pictures. The main requirement for strategic management, requirements management can be cultural, economic, environmental, technological and social outlined (Kavoosi and Consolidated Ardehaey, 2012, 70). Cultural importance of cross-cultural communication, cultural, regional and international organizations (UNESCO), Globalization and Culture, globalization and identity known. Salehi Amiri, Mohammad Heidari (2012) Iran's strategic imperatives of cultural continuity and sustainability of cultural management, cultural and economic alternative to oil-based economy and culture are to achieve the cultural development Security. Culture is always willing to substantive, per se, and the eternal human truth, and also to define and understand another consistently bad (Sojudi, 2011, 148). This is one of the main reasons of cultural stagnation. Management culture strategy can help in this regard, it would freeze and Culture is dynamic. Stable dynamics of adsorption and desorption processes rooted in cultural interaction and conflict between cultures is. As Lotman telling each other their cultural center and the periphery, but the guy is standing with another culture. Becoming a middle space or the sphere of cultural signs arise. Requirement of a culture to the other, to God, one of the main requirements of the strategic management of cultural semiotics of culture that says it must be meaningful relationship.

Cultural planning can be programmed as a cultural attitude. Simply put, the plan is to utilize culture (Salehi Amiri, huge Dowlatabadi, 2012, 86). Having to manage cultural perspective, it is essential that senior management takes place in the context of the senior managers are set. Management culture strategy using strategic planning culture is a culture of conscious effort or passive margin along the dominant culture to cultural dynamics occur. Our definition of culture is the cultural impact on strategic planning and strategic management in culture. As Yuri Lotman says culture itself knows that it's his choice and excellent management culture strategy that can eliminate the Cultural Solidification.

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