

“Personal Culture Political Behavior in the Globalization Process. Basis and Conditions of Russian Political Culture Emergence in the Course of the Globalization Period. Factors Determining the Society Transformation Rate Aimed at the Modern Russia Globalization Programs Implementation”

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Abstract

In the course of the XXth century last decades, a series of social changes in most state and social life areas incited evolvement of large-scale changes in the world community. Globalization played the most important role in the development of obvious changes, which had an impact on spiritual, political, economic and social areas within the society at the beginning of the XXI-th century. This process had an impact on the political culture as well; this culture represents one of the most significant elements, forming the basis of modern communities setting up and development. At the same time, the society political psychology matter was raised as a natural consequence of the changes in process. The social and philosophic analysis of globalization-based changes occurred in the personal culture political behavior area in the framework of Russian community generates a keen interest among contemporary research workers and it represents a topical issue in the context of examination of the social environment, its changes and the individual behavior based on the political culture changes. Running title Globalization. Impact and effect of changes on the personal culture political behavior.

Keywords: globalization, individual behavior, culture, political culture, ethnic group, ethnic behavior, values, knowledge, determinants, social environment, consciousness.

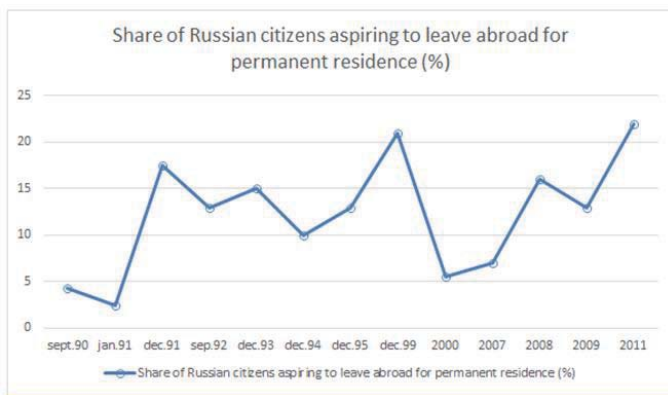
1. Introduction

As before, the globalization process is a complex and contradictory phenomenon with positive and recessionary consequences reflected in the whole humanity development and influencing not only the political life, but also the individual and society political culture. Thus, relevance of the research referring to the personal culture political behavior transformations within the contemporary world is based on the study of changes resulted from the contradictory character of the globalization itself.

To achieve a better result, excluding the consequences of the personal culture political behavior transformations within the Russian society, the examination procedure shall be associated with the study of the globalization process itself, globalization processes and difference of these factors influence on the emergence of political culture within every ethnic community which is the basis of modern Russia.

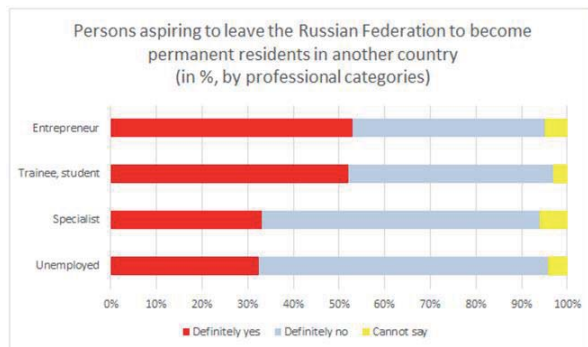
At present, the relevance of settling problems resulting from the globalization consequences consists in accurate evaluation of the results of world expanse and Western society democratization. In particular, at present, the USA Government tends to make strict measures for the Eastern states globalization by inculcating in citizens the democratic structure despite the numerous refusals and strong arguments of national minorities reflecting the inefficiency of this innovation with effect on both the community ethnic behavior and its structure stability. Evaluating the consequences of radical changes in the personal political culture basis proceeding from this example is not a difficult task, if being performed in accordance with the importance of different cultural and world outlook systems. Working out this balance mechanism is very important for the modern society, including Russia. This country has faced substantial changes in political life for two decades already, this period being characterized by social changes, as government, etc., but also changes in the basic principles of the society spiritual life. In this respect, there is a variety of phenomena, including increase in emigration (table 1, table 2), conflicts in inter-ethnic relationship etc.

Table 1



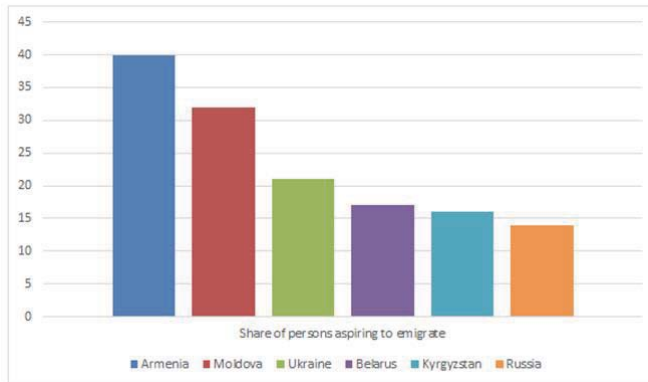
Source: New Journal, Levada Center

Table 2



Source: New Journal, Levada Center

In terms of the ex-USSR republics, the share of persons aspiring to emigrate may be shown as follows:



As reported by Gallup(<http://www.tert.am/ru/news/2013/04/04/gallup-armenia-migrate/>)

2. Research & Results

Emergence stages and changes in personal political culture in Russia.

The steps to globalization and emergence of a stable personal political culture in modern Russian society are based on the democratic transit, which is a way of the country quit from socialism. The course of changes may be divided into four stages:

- 1985 - 1991 – first stage: There was a differentiation in the ruling elite, resulting from the structural crisis reflected in the breach of requirements for the system functioning and insufficient volume of resources to satisfy these requirements. In this case, the complexity of the situation is more accurately shown in the model of D.Rastou. He claimed that in this reorganization period a certain political culture was set up in the society; however, it had a significant disadvantage - political interests' polarization. Consequently, the policy of the ruling forces, which excluded the national unity interests, resulted in new opposing forces within the layers of society. Particularly, examining this issue on the basis of works of A.I.Solovyov, there may be concluded that during this time period, there was an elite positioning modification traditionally present in the political market, as well as a change in non-traditional dominating forces structure. This resulted in new demands from population. Consequently, the society political culture became multifaceted, while the individual behavior became unstable.
- 1992 - 1993 – second stage: The authoritarian bureaucratic system collapsed (the corresponding classification of F.E. Endrein and D.I. Enter), this slowing down the emergence of the conciliatory type system. There was a continuous struggle for power distribution and the political system model setting up. Despite the relative conformity between all changes and liberalization models (according to A. Psevorsky, F. Schmitter, G. O'Donnell), based on the rights and freedoms institutionalization, the stabilization and strengthening of democratic procedures and norms was secondary. These actions were less important than the efforts made to keep control over property/power, as well as a possible restoration of the past regime. Elite groups were in confrontation, there was an increase in the transformations' growth rates. In this period, underdeveloped structures of the civil society yielded a non-favorable climate for negotiations and pacts. The society values and basis became doubtful and the community had another task – waiting out the reforms and innovations chaos.
- 1994 – 2000 – third stage: Though the elite confrontation, by which the previous stages were characterized, persisted, all ruling authorities forces have been oriented at a new and effective institutional structure setting up. Nevertheless, the “disappointment elections” (1995), based on the society mass mobilization, led to the disappearance of other social groups in the political market. This marked the beginning of the new political system self-destruction mechanism mobilization.
- 2001 – 2007 – fourth stage: Conciliatory principles came into force, this contributing to the positive consensus involvement at different society levels. Particularly, a detailed study of the electoral periods (1999 – 2000 and 2007 – 2008) a new tendency was emphasized. It was clearly defined as the “elite imposed consensus” (cit.

Movsesyan K.N.). The events and changes in the society political culture setting up were based on the new political regime conditions similar to mono-centrism, characterized by one dominating actor, the other actors being not able to hinder the first actor's goals achievement. However, unlike the previous power, distance from the democratic consolidation is not based on the regional and oligarchic elite pressure over the system and it provides the territorial integrity, improving the executive power system quality and legal framework.

3. Political Culture and Its Perception

Different methodological elements are applied to perform the political culture study; however, the most developed trend in terms of its efficiency is - perceiving the individual political culture as an integrant part of culture as a whole. The culture of any social environment irrespective of its ethnic affiliation refers to politics area and it is reflected in the society political activity, political behavior and personality development. These are the key-factors connected with the social and philosophic understanding of political culture.

In conclusion, there should be mentioned that research in the individual political culture essence area is the determinant of the person political activity, political development, functioning and transformation of political institutions, which form the basis for political values and the individual behavior models setting up. The individual political culture itself is the element and integral basis of the nation-wide culture, having an impact on the individual political behavior and all layers of society.

4. Discussion

Basic methods of the individual political culture emergence and its determining factors

Unlike some other elements of the nation-wide culture, the individual political culture is dynamic and influenced by certain indispensable factors: the nation-wide and historical specific of the society, place of residence, power and regime changes, etc. The peculiarities of the political culture adherent to Russian society may be emphasized by the state history study.

The geopolitical dominant is considered to be one of the most influential one, having impact on the Russian society political culture development, individual political behavior, definition of an acceptable trend to globalization. Huge areas, on which separate regions are set up and more than one hundred ethnic groups reside become inciting factors for the state disintegration. Indeed, huge areas became the basis for the centralized power development and strengthening. The political culture of different ethnic groups and regions may resemble, being characterized by certain specific features:

1. Etatism – the government dominates the personality and the society as a whole;
2. Legalism – the rights to legality are reduced in accordance with the state interests;
3. Socio-centrism – the society values are put ahead of the individual interests;
4. Paternalism – the functions adherent to the political and civil initiative keeping are assigned to the state.

In terms of the individual political culture emergence and evolution in Russia, there were different social, cultural, confessional, ethnic groups participating in this process. The complexity of interests resulted from the national and historical experience of each of them. Besides, other important factors are the values and unification of many ethnic groups cultures inciting the supra-national integral whole emergence distinguishing between the political culture of Russia and that of the Eastern and Western countries.

The personality behavior may not be defined by trends developed by the leading authorities and social movements. Special accent shall be put on religion (in the case of Russia – Orthodoxy) in the political culture and individual political behavior emergence. Thus, many researchers assert that, in the course of the political culture development, Russia emphasizes a special mission, of which the purpose is Orthodoxy protection. Exception is the soviet literature only. In these works, the political culture is described as an element of a complex process aimed at the socialist party further development, personality all-round development, and improvement of then mature socialism.

Special attention shall be given to the Soviet regime period. Namely in this period the individual political culture was directed to socio-centrism represented by advanced collectivism. Officially, according to the Soviet mentality, collectivism refers to dissolution of individual values and interests in the collective framework, excluding the importance of their own interests with respect to the social ones. In this case, despite the specific features of traditions and cultural peculiarities, every ethnic group was only an element of one huge mechanism operating to improve the quality of life and enhance the country development level.

A more detailed study showed that the individual soviet political culture is a strong basis for democratization evolution. It includes such important elements as interest to the country political development, active participation in the

political process, trust in the power institutions and other components of a developed democratic culture. Namely the soviet political culture created the majority of the individual political behavior norms more specific of the liberal and democratic movement. The ethnic behavior disappeared in the general collectivism flow; its specific features incited other trends – the complexity of interests setting up, emergence of values for further development of the socialistic, poly-cultural and multinational state.

In the whole field of the country history, the state power applied instruments to affirm its own authority, these instruments having become dominant in the socialism era, namely: religious influence, the emergence of the power image as the unique efficient protection of the Russian nation, national and state ideals and symbols, power personification, with a predictable impact on the individual political culture setting up within the Russian state.

As a result of this historical development the population got basic characteristics of modern political culture emerged under the direct influence of external factors (role and place of the country in modern policy, international economics specialization, relations with other countries, influence of other civilizations, specific of these civilizations perception, etc.) and internal factors (climate, geographic position, connection with religion, historical development, etc.). The specific features of political culture are: commitment to the state leader, paternalism, etatism, collectivism, orientation towards the ruling authority, connection of state with religion set up on a stable basis with an impact on the contemporary emergence of political behavior norms adherent to the individual culture. At present, traditional values and norms on which the normal functioning of community institutions, in particular institutions of power is based, are under a significant pressing of the globalization and universalization trends; these trends became the characteristic features of the world in transit from the industrial phase to the post-industrial social development.

Dynamics of changes in modern political culture in Russia during the globalization era

At present, the Russian society faces another period of changes occurred as a result of global values deflection through national culture, as well as the interaction with the existent local relations, values and national culture. Indeed, today, just as in the past, Russia lacks a well-defined globalization strategy based on a certain plan. Nevertheless, lack of de-jure decision does not mean lack of the de facto one. Transition of the respective idea to a legitimate basis requires an additional revision, in particular, this should be a document reflecting the legitimate Russia globalization program, which shall be supported and understood by community, correspond to the country Constitution and norms of the international law, and be certified by the state legal act. However, at present there is no such a document; that is why the issues complicating and contradicting with this development trend of the country and society as a whole shall be studied separately.

It so happened that the personal culture political behavior referring to the majority of Russian population still tends towards the collectivism idea, but expresses a negative attitude to the large-scale unification, such as globalization. This tendency of the world union is viewed by the majority of population as being a progressive and carefully thought-out threat to the country safety leading to degradation of morality, social conscience, ethics and unavoidable loss of the national identity.

At the beginning of the 90s of the XXth century, there occurred many changes in Russia characterized by a larger scale in comparison with the 80s, the most significant one being the soviet state spiritual fundamentals crisis. Transitional forms of the world views have been set up and lack of the state ideology became more obvious, this ideology representing the key element of the Soviet people personal political culture. Recognition of the political variety and the present-day democratic model of the society structure are inefficient and do not correspond to the ongoing real processes in the country.

5. Summary and Conclusions

Thus, the social and cultural changes of Russian society are at the initial evolvement stage. Such trends as globalization, democratization, etc. are influenced by the following factors:

1. Recognition of the Russian society crisis cannot support its problems settlement, as it is subject to reforms; for this reason, the notion of the critical and subject to reforms society is more accurate. Interaction between crisis and reform cannot yield a unique dynamics and its result is most likely unpredictable. For this reason, as a result of the lack of an efficient mechanism oriented at achieving the solution to crisis the modern Russian society was considered in those times as a recessionary social environment.
2. The recessionary social environment subject to reforms is characterized not only by the values structural crisis, but also by a qualitative change in the role of these values for the society evolutionary process. As a result, the structure of the social groups and separate individuals' new views on the society was set up, including the globalization and anti-globalization preferences and changing conscience and priorities.

3. Position of the modern Russian state in the globalization period still bears an unstable, transitional character from the authoritarian political regime to the democratic one from the viewpoint of both social philosophy and other sciences.

Society and globalization

Study of the society transitional state in the framework of changes and political, cultural, civilizational regulatory basis regression showed that to describe to the full extent this society the term "demarcation society" should be applied. This is a particular historical phenomenon characterized by the search for a new, improved paradigm of its future development.

Demarcation society reflects the idea that ambiguous assertions and other contradictions set up in the context of the previous historical paradigm did not result in any solutions at proper time and even overlapped creating the next political and structural strategy for further development of the individual and society political culture; this resulted in the overall identification crisis.

Referring to Russia, as well as the majority of other ex-union socialist republics, there may be concluded that the society legal, political, ideological, social and economic structure was imperfect. This idea is expressed not by the number of functional standard and legal acts, but in the opportunity of a legal state setting up on the basis of the political and cultural phenomenon.

Poly-culturalism with the whole variety of diverse ethnic groups' cultures and values has put the basis for the opinion generally accepted among the Russian people on the distinctive character of the individual political culture in Russia, making this country different from other states, particularly Europe.

Individual culture political behavior and new steps towards globalization

Nowadays, Russia takes an active part in transformation of the political culture basis towards globalization. Thus, decisions on adjustment of the traditional political culture are implemented with a view to set up a certain supra-national global system of relations and values based on a new individual political behavior pattern. In this case, the term "traditional political culture" creates the possibility to reveal the process of cultural transformations in the Russian political culture area, but also to put the basis for the evaluation of the consequences of interaction between new cultures and traditional world views, and work out the theoretical consequences of such changes for the society and country life.

An objective evaluation of value conscience contributed to the establishment of a new correlation that yielded traditional values and innovations within the complex value area. At present, the conflict between conservatism and modernism, innovations and traditions in political culture are characteristic of the contemporary society and world, of a certain stage expressing transition of the society to the post-industrial period.

Such collisions of the past and present times allowed making a review of the traditional values viability and degree of their correspondence to the new society requirements. This allows modern institutions to change continuously in the course of their adaption to long-standing national traditions; this process may take a long time period until correspondence to new interests of the Russian people political culture in progress is achieved.

During the modernization process, accent is put on traditions. They become the basis for the integration mechanisms establishment, providing necessary conditions for the society stable and predictable development; however, these changes refer to a series of innovations, while the support of creative decisions depends on culture. The poly-cultural society generates new ideas much faster, these ideas being most accurately perceived by the society at different reform and development stages.

Globalization of the value structure and public conscience of Russians primarily includes traditional models, improved by innovation trends, as well as the values adherent to the Soviet period. Such a combination is barely subject to transit to a single entity, as it would require re-thinking the traditions existent within the entire social environment, generating an active turnaround process towards self-determination, convincing the society of the necessity to adopt previously unknown value and conceptual guides, and implanting new integrative and symbolic images. In the meantime, institutionalization of the values modified, transformation of these values into long-term regular practices supported by social norms may become an additional strategy only towards implementation of changes.

Relevance of the globalization issue and its role in the individual culture political behavior change

As asserted, at present, in Russia, as well as in the whole post-soviet area there is no dominating concept referring to the individual political culture (either liberal, traditional or communistic). Now, an active implementation of changes is a direct necessity, otherwise, in case no new informational state strategy would be worked out, the power institutions would generate irreversible negative consequences, such as collapse of the unique social and cultural area and emergence of quasi-ideology based on nationalism, pseudo-liberalism or religious traditionalism with a significant impact on the Russian society modernization and transformation. The single more essential element settling the Russian society political culture globalization issue is the action strategy adopted by the political parties and political elite. The result of the globalization

process is the world information space viewed as a global dimension human resource, and the social environment considered to be the basis of all the contemporary world social, political and economic processes.

Investigation of more developed countries compared to Russia, showed the appliance of the world information space for integration of their own system of values into the political culture of other states and nations. Such examples are the basis for the evaluation of certain programs, particularly inorganic combination of innovations and traditions causing numerous conflicts taking the form of a struggle between modernism and traditionalism, reforms and conservatism. In Russia, an important problem is implementation of the political culture based on long-standing traditions into the post-industrial modernization flow. This is an important, challenging and complex task. To accomplish this task, it would be necessary to set up a cautious, efficient information policy, including traditional national values and interests and aimed at the transformation and modification of the Russian society political culture. This new political culture would be different from the contemporary pattern, viewed as the transitional one and characterized by the traditional features hierarchy; its converged character is caused by interlacing of basic elements with the voluntarily implemented new features. The impact of the globalization process on the system of factors and personal culture political behavior is unavoidable, but it contributes to a significant modification of the spiritual, moral, ethnic and psychological image of the individual and modern society.

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