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METHODOLOGICAL SCHEME OF SOCIAL PRIORITIES RESEARCH AIMED AT STUDYING OF STRUCTURES AND SYSTEMS

The principal attention of this article is focused on the study of methodological background for social philosophical research of social priorities phenomenon. It was defined that methodology for the research of social priorities may be relevant for the resolved problems only when it is based on phenomenological and communicative concepts synthesized at value-meaning level. The methodological basis for the research of social priorities proposed by author originates from the phenomenological definition of intersubjectivity which turns into specific phase of its development being realized in communicative tradition.

As well, the methodological techniques elaborated within the framework of structuralism and post-structuralism, variants of system analysis and historical sociology serve as methodological background for the research of social priorities issue. Chosen methodological approaches do not contradict with each other functioning according to the principle of complementation.

Keywords: social priorities, methodological tools, phenomenological and communicative concepts, intersubjectivity, system analysis, poststructuralism, synergetics.

The range of methodological problems of contemporary cognition is enough broad, nevertheless it does not mean that mankind reached the absolute in scientific search methodology and far less in analysis of proper social being.

The complicated (in conceptual sense of the meaning) complex phenomenon being interpreted as social priority demands provision of particular methodological tools for adequate examination of its specifics. Hereby, this research is aimed at elaboration of particular methodological tools applicable for execution of tasks on restoration of phenomenon content which is in the focus our attention.

In this article our task is to describe methodological diversity of social priority problem research and, what is the most important, to consider the general theoretical statement which is the natural background for consistent application of various coherent semantic approaches.

Generally the methodology of social priorities study may become the most efficient in case the phenomenological and communicative directions lay in its background. The nature of examined phenomenon determines the research methods. The nature of priority refers us not to the objective reality, but to the problem of "perceive". The phenomenology directs out attention not on *the way* we see something, but on *what* we see. Communicative philosophy makes evident the mechanics of establishing certain trends of social orientation.

Set by us mode of priority problem understanding also actualizes those theoretical directions which study the way of elements interaction in big complex integrities. General dimension of world vision in post-nonclassical philosophical precept determines for us the entire area of researches. Having granted the broadest outlines for social priorities phenomenon analysis, let turn to justification of more precise frames of methodological fundamentals in its (phenomenon) consideration.

The notion of intersubjectivity originated from phenomenological tradition and included into specific phase of its development being borrowed by communicative tradition, actively functions in methodological field of modern social philosophy. The notion of social priority is based on the phenomenon of being-with-one-another, building of life world, as well as on complicated multilayer space created by rational and out-rational ways.

In his work "Crisis of the European sciences" Edmund Husserl has elaborated the notion of life-world which became the basis for all following developments in the area of communicative world

constructing[1]. Life-world in Edmund Husserl interpretation is a background of intersubjective interrelations. According to Edmund Husserl we are the subjects constructing a world in our consciousness and at the same time the objects of life-world among its other objects. Pertaining to our topic it is important that exactly this vision of life-world construction allows penetrating in the mechanics of society priorities framework formation. Edmund Husserl shows that not only theoretician comes to the world of theory from his own life-world, but at the process of theoretical work he permanently uses those intuitions by which the life-world has been already "transferred" to him[2].

Such statement provides us with opportunity to see the real role of each actor in establishment of priorities' system. Priorities are not given "externally" or from the "top" (from the so called experts), they are shaped during complicated interaction of all actors participating in formation of life-world instructions.

Admitting Edmund Husserl achievements in the development of life-world matters, at our research we are based, primarily, upon the conclusions of other representatives of phenomenological direction, namely Martin Heidegger, Alfred Schutz and Maurice Merleau-Ponty. The question is that these scientists have, first of all, investigated social communities being the space for formation of priorities system. In our opinion, the concepts of mentioned researchers cannot be consolidated into one (their authors even sometimes get into the theoretical conflict), but these concepts complement each other at studying of social priorities formation.

In this research's perspective Heidegger's concept of everydayness as combined system of references and disturbed common being-with-one-another, as well as elaborations of Alfred Schutz makes the basis for interpretation of everydayness space. How to correlate the each distinct Not-me with idea on realized world? My being in the world is inseparably linked with perception about other people and, moreover, it is managed by other people's existence. Intersubjectivity is not the only one way of person's existence, but the unique possible form of its being. As Alfred Schutz stated the world of socium : "is intersubjective, because we live among other people, we are connected by joint concerns, work, mutual understanding. It – is the world of culture, because from the very beginning of everyday life it appears in front of us as significative universum, combination of senses which we have to interpret in order to have a mainstay in this world, to come to understanding with it"[3].

According to Martin Heidegger everyone while achieving own goals appears to be dependent from the functioning of the Others, because he/she is in need of their activity outcomes and makes his/her work the same necessary for them. "In the product targeted by care, similarly as in corresponding applied material and instruments, the Others are present – those, for whom the products are destined, and who produced instruments in their turn"[4]. Common care has inevitably transformed our existence into the "being-with-one-another, i.e. co-existence"[5]. Such co-existence is primarily understood as liable area of activity for all of us (Maurice Merleau-Ponty). This aspect should be taken into consideration while imagining the way of interpretation of the Other in social world. At co-existence we are aimed at the production of something, performance of some activity, ordering of something, consequently the interpretation of the Other is focused right on this side of human existence.

It was described the theoretical basis for understanding of people's connection in socium which makes a background for formation of views on priorities' nature. Shaping of generally philosophical background for problem's understanding requires further setting of methodological framework. Recognition of intersubjectivity as a key notion leads us to methodological positions which are focused on the space "between", on the issues of nature of interpersonal connection and people's relations. Hence, admitting phenomenological precept as philosophical background of our vision of priority we apply conclusions of communicative philosophy as constructing material.

Consequently, for our research the conclusions of Karl-Otto Apel and Yurgen Habermas are important particularly in this part. Yurgen Habermas's conclusions are essential for us in the context

[1] Гуссерль, Э. (2004). *Кризис европейских наук и трансцендентальная феноменология: (введение в феноменологическую философию)*. Москва : Владимир Даль.

[2] Гуссерль, Э. (2004). *Кризис европейских наук и трансцендентальная феноменология: (введение в феноменологическую философию)*. Москва : Владимир Даль.

[3] Шюц, А. (1988). Структура повседневного исследования *Социологические исследования, № 2, 130.*

[4] Хайдеггер, М. (1998). *Пролегомены к истории понятия времени*. Томск: Водолей, 249.

[5] Хайдеггер, М. (1998). *Пролегомены к истории понятия времени*. Томск: Водолей, 250.

of already mentioned turn of modern philosophy where ethics is considered as "prime philosophy". Notion of rationality is reconstructed here based on world view decentralization: intersubjective by its nature communicative mind do not allow conquering it completely by self-preservation. The scope of mind action does not spread on self-preservation subject who is protected from the system restricting it in its own frames. According to Yurgen Habermas the mind action is directed on symbolically structured life-world which is ascertained based on intentional successes of its participants and reproduced through the communicative action.

At that he stressed that consolidation of society members is occurred on the ground of common interests and abidance of system imperatives. Precisely this moment is the most interesting and fruitful for the researcher of social priorities, because it is focused exactly on intentional efforts which constitute social system in communicative process.

In Yurgen Habermas's communicative concept social theoretical analysis is related with internal perspective of society members and provides for hermeneutical combining of theoretician's own view with positions of other members of this life-world. That fact, that Yurgen Habermas creates a definition of reality which does not oppose to the self-understanding of life-world members makes methodological approach of the researcher the most efficient for constructing of the methodology for social priority phenomenon analysis.

Within the perspective of methodological framework construction the studying of social priority is that moment which according to Yurgen Habermas communicative theory center is an understanding of this life-world truth as created communicatively in the process of everyday existence of social society. The truth of such society is created and cannot be transcended. For establishing of social priority methodology it is important that researcher is not extracted from the researched area and not positioned as external observer which is a priori impossible.

Fixation of attention on the space "between" people, precept of sense and values communicative formation lead us to those methodological trends which study exactly the nature and regularities in formation and functioning of these connections. Hence, it is worth to assume the possibility to apply the research methods which are aimed at studying of structures and systems.

Methodological framework for studying of social priorities should in certain measure include the elements of structural analysis, because particularly structuralism revealed certain regularities in organization of any complicated complex environment. Concentration on examination of symbolic forms, creation of the basis for semiotic researches makes structuralism as necessary theoretical ground for priorities scrutiny.

The priority is a part of sign culture system; consequently the research of sign systems makes the one of key attributes in priorities research. Besides, we have to specify that structuralistic precept is mainly generally theoretical direction for our research area, but precise and very effective methods of priorities research are created rather by post-structuralistic tradition. Classical structuralism functions mainly in the area of ethnology and linguistics.

Structural precepts application to the scope of socium research pertains to the so called post-structuralistic direction which does not stresses on the semiotic archetypes, but on the problem of dynamic and development of sign systems. Challenging field of language and authority constitutes a subject of post-structuralists' researches which bring us to the issue on priorities nature. Authority in broad sense, as a certain code which allows managing the behavior and orientations of people, basically establishes the area for priorities formation.

In this relation the methodology of myth structure analysis by Roland Barthes became fruitful for studying of priorities. According to the concept of Roland Barthes the myth is a communicative system, message. Barthes' analysis of mythological structures of modern world establishes necessary methodological tools for mass-media analysis, popular culture and symbolic of everyday life.

The applied in post-structuralism notion of discourse is efficient for priorities study. The discourse, as both set of signs and combination of articulation acts, proposals and judgments, is that environment where priorities are shaped and through which we understand not occasional but strictly structured nature of elements connection at this complicated unity. The analysis of discourse as we may see it in Michel Foucault's works creates a functioning methodological area for studying of priorities system.

The notion of discursive formation provides for tools for the research of historical forms of priorities system representation, which is extremely important in the context of set by us task on analysis of Ukrainian priorities modern status. Execution of this task is not possible without application

of discursive formation. Along with methodological developments of discursive formations theory there is a notion of episystem understood as historically changeable structure which modifies possibilities of thoughts, theories or sciences at every historical period.

One of the productive methods of priorities research at post-structuralistic tradition is an investigation of society values structure through the complex of intrusion. This complex is something similar to "opposite" priorities system, because reflection of "positive" value pole may open additional spaces of the meanings remaining invisible at addressing the most important values of society. At this perspective we suggest to apply methodological tools set by Michel Foucault and its followers.

Taking into regard the post-structuralistic dimension of methodological development we consider productive the analysis of "differences" procedures ("différance") at creating of clear world image, which was elaborated by Jacques Derrida[1].

The issue on possibility of system analysis method application to social systems demands researcher's particular attention. The application of system analysis during last decades becomes more and more popular and even trending. Especially it relates to one of the "successors" of system approach, namely synergetics. It is possible to say that system orientation is one of the features of post-nonclassical world view, which we consider as generally theoretical area where the research on social priorities is the most efficient.

System analysis was formed primarily within the frames of nonlinear world view which makes the background for shaping of post-nonclassical paradigm in general. The methodology of synergetic direction at system researches is traditionally applied in the researches on social systems. Repeating ourselves we admit that during last decade synergetics becomes popular and even trending methodological direction in social philosophy.

Based on the assumption that methodology of system direction and synergetics were set on the ground of natural and mathematician researches the question is raised whether we can apply this methodology in social philosophical researches. Unfortunately, within last years we observe primarily metaphoric application of synergetics terminology, which, nevertheless, is used by researchers non-critically as evidence body. The notion of bifurcation, "strange attractors" etc. occupies the general place in social philosophical knowledge. Besides, just few humanisticians are able to explain the origin of certain notion from system analysis area or even to read consciously adopted for non-specialists books of Olena Knyazeva and Sergey Kurdyumov on synergetics as a new way of thinking. Application of system analysis requires especial commitment of the researcher.

The mentioned does not force us to refuse humanistician in application of system or synergetic methods. We may point at the researchers of very high level who arrived at usage of system tools working in the area of post-nonclassical paradigm. In view of this it may be mentioned, for instance, the methodological techniques elaborated in the researches of Yuryi Lotman. For us it is important, in particular, that conclusions of the named research are determined primarily by the long experience of humanitarian findings which at certain stage resulted in overlapping with systemic tradition.

In system area for the researcher of social priorities significant assistance is provided by those variants of system analysis which were created in the area of social researches. It is essential that the most productive option of socium system analysis is a communicative option. The most prominent representative of system communicativity is Niclas Luhtmann who is the most authoritative representative of systemic approach to analysis of social space. He is not the representative of particularly communicative tradition, but communication makes a structure forming element at his concept. According to Niclas Luhtmann, the communication is a source of autopoiesis which is the process of system self-organization. Every system maintains its existence based on own operations and deals only with own definitions. External influences on system looks as "irritation" against which the autopoietical mechanisms are applied, consequently the system balance is resumed and the search of the lost equilibrium state is continued. Such main mechanism is communication. In its communicative variant the system analysis constitutes extremely efficient direction of the researches in field of social priorities.

The research of social priorities is significantly enriched by methodological instruments of historical sociology, whose outstanding representative is Norbert Elias. Focusing attention on the space "between" people and working in the framework of intersubjectivity Norbert Elias emphasized the double effect

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[1] Деррида, Ж. (1999). *Голос и феномен и другие работы по теории знака Гуссерля.* Санкт-Петербург: Алетейя, 110.

of people's goals achievement. From the one side, there is nothing except activity of certain people, no structures or mechanisms managing human behaviour externally. However, it appears that the process of personal goals implementation produces those codes and priorities which actually guide people's life. Paradoxicality in establishing social life structures was taken as a basis for historical sociology theory which methodology was successfully applied at analysis of social priorities issue.

At the beginning of this article we stated that object research determines the methodology which should be applied at object studying. In particular, usage of historical material imminently leads to the application of historical research methods. The social priorities vision mode realized in this paper required application of specific methods of historical sources research which have been elaborated by French historical school of "Annals" (in broad sense of this word – from Mark Bloch to Jacques Le Goff) with its tradition in studying of culture of everydayness and so called total history view.

Among necessary for the researcher of social priorities methodological tactics the following shall be listed: modeling, detection of priorities architectonics. Establishing of priorities system space model is a necessary condition for understanding of priorities nature. In our certainty of social priorities system space image existence at social consciousness we rely on conclusions of phenomenological tradition which makes generally theoretical background for our perception on methodological fundamentals of the research within our problematic area.

Our understanding of priorities nature includes interpretation of priorities system as provisionally vertical pillar divided in "equal" parts which contain the values of the same status. Formation of this pillar makes the part of communicative construction of the life-world. At initial acts of perception there are evidences constituted which are related not only with objects, but also with objects space conglomerates, with vision of spaces in general. Consequently, the methodological set of social priorities phenomenon study must include the tools which reveal the mechanics of person's space orientation in the world.

This meaning aspect refers us to the problem of aprioristic forms of sensuality which definition passes as leading idea through the tradition of Kantianism, neokantianism, phenomenology. The space and time as a priori forms of cognition arrange our world view and "placement" of different phenomena in the established by them world image. Chaotic variety of experience shall be mastered and organized due to certain prior to research forms of sensuality, namely space and time.

Kantian philosophy on pre-research forms of consciousness allows considering priority phenomenon in the modus which refers to the notion on space form of comprehensive understanding of priorities. Coming from the study on apriori forms of consciousness we realize that for analysis of social priority phenomenon the most natural appears to be the space form model which is proposed at our work. Kantian precept explains why do we use consciously or non-consciously space metaphors at the construction of life-world picture.

However, the mechanics of space models construction is expanded the best at application of phenomenological approach. Intentional features of consciousness enable us to navigate in the world. "Commitment to" is particularly one of the consciousness features which arrange seen things in space coordinates. Describing "available" precept we shift to phenomenological refusal from the judgement, applying principle of "епосхй" which enables us to see the scrutinized phenomenon without "existential" burdens. Exactly this direction allows seeing pure priorities system which is very difficult exactly in case of priorities study as far as it is values area. And notion of value itself involves into existentially loaded space.

Hereby, if we are unfair at certain extent, then we would not be able to perform the liable object research. Hence, the principle of "епосхй" is necessary as initial level of the research. Repelling from Husserl's study on formation of life-world picture, from the issue on space orientation of our direction in the world we expose its dominants mainly through the concept of Maurice Merleau-Ponty. Basically on these methodological fundamentals the architectonics of social priorities should be studied.

Outlining conceptual provisions of this article the following statements must be emphasized. Study on social priorities requires establishing of comprehensive methodology; consequently the complexity of object research has necessitated its many-sided consideration. Responsible research should be based on non-controversial theoretical background which for social priorities phenomenon analysis we consider to be the scopes of intersubjectivity problem. Post-nonclassical precept with its actualization on value problem, softening of subject-object opposition, nonlinear thinking produces necessary methodological basis for learning of social priority essence. General direction of phenomenological philosophy, its development in phenomenological sociology, communicative philosophy and options of system analysis set a methodological framework for priorities problem study.

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