

THEORY OF CONTEMPORARY CULTURE

Yuliia Karalash

Zhytomyr Ivan Franko State University, Ukraine

SOCIAL ORGANIZATION AS SOCIO-ENGINEERING ACTIVITIES IN MODERN CONDITIONS

In the conditions of the dominant scientific and technological development and the rapid development of the knowledge society, the problem of social organization is becoming more urgent. The main approach to the study of social organization is its presentation as an ordered structure and enterprise with commercial goals. But it is not enough studied in dynamics, as a process of social activities. The aim of the article is to fill this gap. It is shown that the highest organizational form of social activity is socio-engineering activities. Emphasis is placed on social organization with non-commercial goals, as an element of the third sector. To build a knowledge society, social engineering takes the form of civil initiatives and project management of civil organizations. The conclusion is made about its formative impact on the individual and the regulatory impact on society.

Keywords: social organization, socio-engineering activities, non-governmental organizations, social project, civil initiatives, social regulation.

Introduction. Humanity has reached such a level of development that every person has to be engaged in the organization of social life. Nowadays, we observe a global crisis as the result of a discrepancy between the advanced dominance of technocratic development and the retarded development of human capital, forms, and means of the organization of social relations. At the same time, more and more routine operations are being automatized, more and more complex technical processes do not require human participation. Non-automatized operations require a person sufficient engineering and technical skills in the first place and physical efforts on the second one. At the beginning of the twentieth century, O. Yermanskiy has declared that with the development of automatic machines a complex action that consists of various components of automatic machine, is in the focus of a working person. His monotonous and simple movement of the hands is on the back burner. At this rate, a person is not a worker in fact, because a machine works. He only controls a working machine. The development of automatic machines turns a worker into an engineer, a technologist who regulates the work of automatically operating machines, consisting of a huge number of special parts and tools. O. Yermanskiy has mentioned that human activity is filled with wide content. Its center of gravity is transferred to the sphere of attention, will, functions of the nervous system in general, and this work is extremely tiring¹.

There is a change of accents in the tension of a human being. Complex machinery is now performing physical, manual work on the assembly line. The main efforts are directed to perform the work at the controls of tools and mechanisms under the intellectual mental sphere of a human being. An appropriate level of attention and will, knowledge of correcting the mechanical devices, mental stability and leadership are essential for overcoming possible interruptions in the work including unforeseen situations. Technical progress has affected the changes in the labor market, considerably increasing quality requirements for education and preparing a person for professional activity.

Machines and automatic lines have become much smarter and more reliable in comparison with a human being. There is increasing recognition of artificial intelligence in production and everyday life, but it is still limited in the possibility of independent results frameworks and decision-making in irregular

¹ Ерманский, О. А. (1930). *Теория и практика рационализации*. Москва-Ленинград, 1. <<http://www.malb.ru/literatura/racionalizacia36.html>> (2019, July, 25).

situations, however, as an average person. Alongside technical development, there is a tendency for the sharp deterioration of the situation in the social and humanitarian sphere. O. Punchenko claims that each 'new stage in the development of society is characterized by learning more advanced production methods, increasing the complexity of social structure, upscaling of interaction with the environment. However, the character of social interactions, the level of people's spirituality and the democratic nature of social framework have always been the most significant indicators of social development'¹.

In an information-oriented society, there is an overblown picture of accentuated technological advancement. In the increasing importance of the human factor in complex socio-technical processes, particular attention should be paid to the organization of society as a phenomenon and as a process. A person as a subject of the organization should take center stage.

Literature review and a notion genesis. The scientific evidence of social transformations is the theory of social organization as well. The key notion in the theory of social organization is the concept of organization. It has several meanings. A. Prigozhin has pointed out three of them. 'Firstly, the organization is an artificial association of institutional nature, which has a certain position in society and carries out more or less clearly defined functions... Secondly, this notion means certain organizational activities, which include division of responsibilities, the establishment of sustainable linkages, coordination, etc. In this case, the organization is a process related to conscious influence on an object and, therefore, with the presence of an organizer and his subordinates. In this sense, the concept of "organization" coincides with the concept of "management", although it does not cover it... Thirdly, it is possible to bear in mind the orderliness of an object. In this sense, an organization may be considered as a property and an attribute of the object'².

Regarding social organization, the following definition is possible: 'Organization is a target community. Thus, it means, firstly, a hierarchical and controlled unity; secondly, that it is ... both a human community and a social tool, an impersonal structure'³. The contemporary theorist M. Hatch agrees with such a definition of organization: 'An organization relates to a group of individuals who perform a coherent task or a goal collectively. However, this definition is only a starting point'⁴. The researcher also points out several obligatory attributes of organization: technological process, hierarchy, physical structure, social structure and culture.

The concept of organization has been particularly updated in the industrial epoch and it has concerned the optimization of manufacturing processes. At this particular time, the researchers have noticed the correlation between the quality of function performed by a worker and his interaction with other workers and chiefs. Due to reflection on this dependence, the ideas of G. Emerson H. Fayol, G. Ford, F. Taylor⁵ and other researchers have been developed to the classical school of organization and management. The main achievement of this school is revealing the necessity and peculiar characteristics of a manager as a stand-alone function in the production process. (Previously, the workers used to distribute tasks among themselves, to plan the day on their own, to arrange the workplace and tools layout).

In the first half of the twentieth century during the Hawthorne experiment, the researchers emphasized a worker and material resource of production in equal measure. It became a weak point of the classical school of organization and management. The experimenters and their followers (E. Mayo, F. Roethlisberger, W. Dickson, F. Herzberg, D. McGregor, R. Likert, C. Argyris and others) have fixed the dependence of work efficiency on informal relations of the workers within the collective and their chiefs, informal leadership, the importance of non-economic encourage of workers. In the organization theory, the results of the experiment and conclusions of the researchers have formed a school of human relations.

Classical school and a school of human relations are both fundamental. It is one of the most influential areas in theory and practice of scientific labor organization, management, sociology

¹ Пунченко, О. П. (2017). *Информационное общество в пространстве философских проблем современности*. В: Воронкова В. Г. (ред). *Інформаційне суспільство в світі та Україні: проблеми становлення та закономірності розвитку: колективна монографія*. Запоріжжя: Запорізька державна інженерна академія, 53.

² Пригожин, А. И. (1995). *Современная социология организации*. Москва: Наука, 44.

³ Ibid, 46.

⁴ Hatch, M. J. (2018). *Organization theory. Modern, Symbolic, and Postmodern Perspectives*. Oxford: Oxford University Press, 8.

⁵ Подвойский, Г. Л. (сост.) (1992). *Управление – это наука и искусство*. Москва: Республика.

⁶ Файоль, А. (1923). *Общее и промышленное управление*. Москва: Центральный институт труда.

of organizations and organization theory. Nowadays, I. Adizes is a world leader in the sphere of organizational theory and business consulting.

In the 1920s, there was a movement of labor scientific organization. It has influenced organizational theory and practice. I. Burdyanskiy, A. Gastev, A. Gol'tsman, P. Kerzhenskiy, O. Yermanskiy, P. Yes'manskiy, A. Zhuravskiy, the researches of All-Ukrainian Labor Institute (Kharkov) and its director F. Dunaevskiy were the members of it.

It is worth mentioning A. Bogdanov's scientific work 'Tectology or general organizational science', in which a researcher can find the definition of the concept "organization": 'Construction activity is the widest and the most appropriate synonym for the modern concept of organization'¹. He analyzes the concept of an organization on two certain examples and connects it with usefulness and ways of combining the forces. When the combination of forces is fully in line with the task and the result, it is an orderliness. In this case 'a single whole is bigger than the simple sum of its parts'². A. Bogdanov gives an important message for the research that 'in all natural sciences there are two branches; "statics" as the learning about various forms in balance; "dynamics" as the learning of all the same forms and their movements in alteration. Statics has developed before dynamics, and then it has been transformed under the influence of dynamics'³. Social organization as a collective or community of individuals with a particular target reflects the static component of the organization and the activities of individuals and / or community as a whole reflect the dynamics of social organization.

A. Bogdanov is the predecessor of modern systematic methods. Further, the systematic method allowed presenting a social organization as the basic subsystem of an organization. It was a productive attempt of synthesis the ideas of classical school and school of human relations. It provided methodological support for generalization of management practices and the further formation of theory. The most prominent representatives of this approach are R. Ackoff, V. Afanas'yev, L. von Bertalanffy, I. Blauberg, A. Rapoport, V. Sadovskiy, M. Setrov, E. Yudin, etc.

In the 1950-1990s D. Gvishiani, A. Prigozhin, V. Shcherbina, and other researches introduced new ideas in the theory of organization and social organization. Modern researchers of social organization, including N. Doskovskiy, V. Franchuk, M. Hatch, M. Kasimov, V. Kostin and N. Kostina, S. Krasovskiy, N. Petruk, L. Shmaneva, Yu. Stepanenko, T. Volkova, develop the concept through phenomenological, organismic and environmental approaches, and the theory of communicative action.

The focus of the above-mentioned authors is on the structure and essence of the organization as a static object. M. Reed⁴ and D. Silverman⁵ consider the organization as action and activities, and its dynamic characteristics.

Despite the widespread representation of the concept of social organization in the scientific literature, the problem of understanding it as a process and activity is not sufficiently solved yet. There is a lack of researches on social organization in the context of its non-commercial goals.

The aim of the article is to fill this lack and present a social organization as a process of organizational and constructive activities, i.e. as socio-engineering activities, placing the emphasis on the social organization with non-commercial goals.

Results. Considering the increasing role of the human factor, especially in the tasks of social transformation, the main goal of theory and practice of social organization is intellectualization and self-organization of the population. Theory should be formed in the context of these tasks.

Any theory begins with the definition of concepts. Nowadays, social organization in a broad sense means 'any organized human communities or a social aggregate of interrelated human groups'⁶. Various enterprises, families, hobby clubs, civil organizations, human settlements, territorial communities, social

¹ Богданов, А. А. (1989). *Тектология: Всеобщая организационная наука*. Москва: Институт экономики АН СССР, 1, 112.

² Ibid, 113-114.

³ Ibid, 124.

⁴ Reed, M. (2003). *The Agency/Structure Dilemma in Organization Theory: Open Doors and Brick Walls*. In: (Tsoukas H. and Knudsen C.ed.) *The Oxford Handbook of Organizational Theory* (pp.). Oxford University Press, 289-310.

⁵ Silverman, D., Jones, J. (1976). *Organizational Work: The Language of Grading, the Grading of Language*. London, Collier Macmillan.

⁶ Щербина, В. В. (2000). Социальные теории организации. *Словарь*. Москва: Инфра-М, 172.

institutions, nations, civil society, state, and world community are social organizations. Some researchers identify a social organization with society¹. However, the most developed in the special scientific literature is a social organization, understood in the strict sense, it is a specific, strictly social subsystem of behavior regulation, the presence of which allows considering the organization as a social system².

Organization as a process is represented in the form of control (management of social organization development). 'Social management is complex, multi-dimensional activities, with own contradictions and achievements. It is one of the factors of wider system of social regulation'³. The accent in studying the administrative influence is on the management of commercial organizations, as enterprises with purely economic goals. The fact that administrative influence has not considered at the level of society is the disadvantage of social organization theory. Management in social organization is carried out in three ways: 'Management is usually identified with target impact on an object through an order, a task, stimulation, coordination, etc. However, that is not entirely true, since such influence is only a part of social management. Although its significance is great, the real role of the target impact can be assessed only in combination with the other two management components in the organization. There are organizational order as a system of norms and rules of organizational behavior, which is settled externally in relation to the employee, and self-organization as a spontaneous regulation'⁴.

'Management' at the level of society has three meanings. The first meaning of the concept is connected with the form of public administration, as the activities of the bureaucratic apparatus. The second meaning is connected with institutional norms, values, nation-wide "corporate culture". In the third sense, "management" is socially significant and useful activities of citizens in the form of civil initiatives and civil organizations. Their goal is the implementation of socially useful projects. 'The course of social evolution is determined by the rationality of social projects implemented into life'⁵. A social project is setting a socially significant problem, proposal and justification of solving the problem, planning of actions and necessary resources, including human ones, the appointment of responsible persons, and formulation of the intended results. A project in social activity is documented goal setting and the citizens who implement it constitute the social (civil) organization. It is a community created to achieve a goal, which has been fixed in a project. The condition and development of social being depended on socio-engineering activities, logic, and rationality of the project.

A compulsory component of civil society and a form of civil will expression are meetings, strikes, protests, and so on. However, the evaluation changes during transitions. Social philosopher M. Kozlovets pointed out, that dissatisfaction, escalation of protests are very dangerous because these factors reduce the possibilities of civil society. In this case, there is no depth in discussions, sound decisions, creativity, 'energy of a productive existence'⁶. Even the most thoroughly planned and organized, protests and discontent appear in response to any actions or inactivity of ruling groups. Such reactivity creates a dichotomy in society. It divides society into the proper civil society and the state as the enforcement mechanism. There are two categories of population of the country: "we", citizens, and "they", power. It can lead to fragmentation of society, the loss of integrity and subjectivity at the international level and governance from the outside. The implementation of a social project is a kind of social activity in which its subject is represented as a designer or engineer. Proposals and discussions are possible as the comprehension of the result of social activity.

Design and thorough planning organize social activities and are characterized by a high level of organization. Only in this case, social activity can be considered as "engineering" one.

Civil social regulation and design as a purposeful and self-organized process is a type of socio-engineering activity. In its negative meaning, the "engineering" of social activity is a manipulative technique that is implemented through information and telecommunication systems. In a positive sense, it involves an engineer as a designer, constructor, an organizer of a social being. 'Obviously, the most important task of ... social engineers ... is the framing of new state machinery capable of resolving the crisis in the country and promoting sustainable development'⁷.

¹ Франчук, В. И. (2001). *Основы современной теории обществ*. Москва: Институт организационных систем.

² Шербина, В. В. (2000). Социальные теории организации. *Словарь*. Москва: Инфра-М, 172-173.

³ Пригожин, А. И. (1995). *Современная социология организаций*. Москва: Наука, 68.

⁴ Ibid.

⁵ Франчук, В. И. (2001). *Основы современной теории обществ*. Москва: Институт организационных систем.

⁶ Козловець, М. А. (2016). Історіософський дискурс транзитивності сучасного українського суспільства. *Вісник Житомирського державного університету імені Івана Франка. Філософські науки*, 1 (82), 56

⁷ Франчук, В. И. (2001). *Основы современной теории обществ*. Москва: Институт организационных систем.

The focus of socio-engineering activities at the current stage is the solution of local problems of the social sector, first and foremost satisfaction of the basic needs of all social groups at a sufficient level. The common goal of social transformations in the direction of social projects on the sustainable development of certain locality, region, and country with further regulation of social processes on a global scale. The aim of the socio-engineering activity of citizens is both organizing and coordinating. A common goal gives citizens who implement social projects in different spheres of life a feature of solidarity and causes such an effect of their efforts when a total result is greater than the actions of single individuals. This phenomenon is called a synergistic effect.

In terms of the synergistic approach, there is a perspective of citizens' socio-engineering activity, which is determined by the crisis period of development or passing the bifurcation point. The bifurcation point as a certain time interval is characterized by the chaos of the external environment, choice of new goals (attractors) and ways of system development, as well as the growing role of disturbances at the micro-level on global system behavior. With regard to social organization, it means that small, cohesive, flexible groups have a controlling action on society. It is difficult for bureaucratic systems because of their awkwardness. 'Changes in the external environment are faster than bureaucratic systems can react'¹. Therefore, the network form of social civil organizations both in commercial and socio-engineering activity replaces bureaucratic systems. 'Building of compact, mobile project teams, including strategic business units into the corporate portfolio, variety, and their freedom in managing relations with the external environment is necessary for network organization'².

In the case of socio-engineering activity business units are replaced by communities of ordinary citizens. They voluntarily and without material benefits at the first stages are able to be responsible for performing the function of social engineers. In English discourse, organizations that deal with the problems of the social sector, culture, and rights are called non-profit or non-governmental organizations. 'The correct answer to the question: 'Who takes care of social challenges of the knowledge society?': 'This is not the government or the organizations which provide a job. The right answer is the following: it is a separate new social sector... During the last twenty years, in the United States, the researchers talk about the third "non-profit" sector. It includes organizations that take care of the social challenges of modern society'³.

Ability to productive socio-engineering activity is almost the most difficult challenge to human capabilities at the current stage of development. As the implementation of social projects, socio-engineering activity is creative. It involves the generation of ideas, understanding the current situation, the design of a project, and the organizational and executive work on its implementation. For this type of activity an individual needs the skills of analysis and synthesis, a holistic view of the situation, decision-making skills in changing conditions, a high level of managerial, civil, communicative competencies. The person has to be multifunctional. These competencies are formed in the socio-engineering activity. It is a means of developing human capital according to the recent requirements, where occupational specialization takes a back seat. At the same time, the implementation of social projects solves a certain societal problem, regulating and organizing social existence. Therefore, the process of social organization as socio-engineering activities is a means of changing a person for the regulation of social transformations, and a way of purposeful actualization of these transformations.

The task of managing socio-engineering activities is even more complex because it is complicated and has many unknowns: 'as for the management of non-profit organizations, we stay at the same place as 50 or 60 years ago studying business management: this work only begins'⁴. Therefore, the necessity of a theoretical understanding of socio-engineering activities and its management becomes increasingly important.

Conclusions and prospects for further research. The attempts to represent the social organization as complex socio-engineering activities are justified by social changes, the development of knowledge

¹ Чернов, С. А., Дайкер, А. О. (2015). Современная сетевая организация как альтернатива бюрократической модели управления. *Управление экономическими системами: электронный научный журнал*, 5 (77), 2. <<https://cyberleninka.ru/article/n/sovremennaya-setevaya-organizatsiya-kak-alternativa-byurokraticheskoy-modeli-upravleniya>> (2019, July, 25).

² Ibid, 7.

³ Друкер, П. (1994). Эра социальной трансформации. *Центр гуманитарных технологий*, <<https://gtmarket.ru/laboratory/expertize/2006/2506>> (2019, July, 25).

⁴ Ibid.

society and the increasing role of the human factor, the requirements for human intellectual development, and the necessity of regulation of social processes. The researcher's focus on the social organization as socio-engineering activities dedicated to discussing methods of regulation of social processes in the current transitional conditions.

Under the analysis of the social organization, the mainstream of its considering is organization as a subject of economic activity with a commercial purpose. It is analyzed social organization as a social activity in a broad sense, which at the highest level of its development becomes socio-engineering one. It happens at the expense of planning and design of the social projects of civil organizations. The connection of socio-engineering activity with civil society is also noted. The problem of the network form of civil organizations is actualized. The influence of socio-engineering activities on the competence of an individual as a coordinator of activity is shown. The perspective areas of research are the questions about the collective coordinator of social organization as a process of socio-engineering activity, a comparative analysis of forms of social organization considered as commercial and non-commercial ones, common features and the differences between social organizations as structures and activities (individual and collective), the management of socio-engineering activities of non-profit organizations.

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