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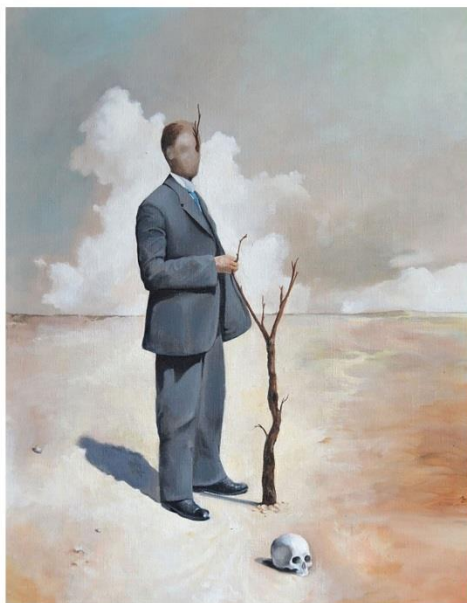
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Discursive and visual management technologies in urban sociology

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Abstract

The research objective is to measure the urban space in terms of social culture and describe the visual and discursive space, revealing the possibilities for self-organization processes of citizens' identification via signification method of the discourse semantic system, grouping and typology of empirical data, based on social practices of citizens and their perception of space as attractive and prestigious. As a result, accommodation is developed on a special project in contrast to the typical, serial construction of blocks. In conclusion, the spatial action system is converted to a discrete connection and the action space is transformed into the image space.

Keywords: communication, technologies, management, code, discourse.

Tecnologías de gestión discursiva y visual en sociología urbana

Resumen

El objetivo de la investigación es medir el espacio urbano en términos de cultura social y describir el espacio visual y discursivo, revelando las posibilidades de los procesos de autoorganización de identificación de los ciudadanos a través del método de significación del sistema semántico del discurso, agrupación y tipología de datos

empíricos. basado en las prácticas sociales de los ciudadanos y su percepción del espacio como atractivo y prestigioso. Como resultado, el alojamiento se desarrolla en un proyecto especial en contraste con la típica construcción en serie de bloques. En conclusión, el sistema de acción espacial se convierte en una conexión discreta y el espacio de acción se transforma en el espacio de la imagen.

Palabras clave: comunicación, tecnologías, gestión, código, discurso.

1. INTRODUCTION

The relevance of the issue is caused by the fragmentation and mosaic of the modern megalopolis, the loss of the personal I of the mass man, it is expressed in the studies of such foreign authors as (ALEXANDER, 1985; BOURDIEU, 2007). The problem of social cohesion is filled by the self-organization of the citizens. Communicative discourse creates the etiquette of urban life, which allows one to be seen in the city's bustle and attract attention as an abstract medium of this etiquette and develop public mechanisms to confront the external shocks.

The aim and objectives of this study are to determine the communicative and discursive interaction of individuals as anonymous representatives of the unstructured and informal masses in the city. According to BERTELS & SHEFERS (2012), each individual person assumes the function of matching the status of a citizen and acts according to a certain order and rules in the public sphere.

Against the background of the mass man loss of the personal I and the desire to be like everyone else, the person becomes confront the receptive to external influences and transforms into a person with standardized value orientations of the asphalt civilization, but a desperate acceptance of belonging to mass character; the disadvantages of corporate communication put the person on the verge of destruction.

The presented material and methodology of discursive technologies within the framework of critical discourse and analysis, as well as theoretical concepts of foreign and Russian practice of communicative management: AUSTEN (2004) showed that there is an appeal to the identification signs of citizens, they reduce the destructive consequences of the individual in the typical situations of urban life.

The method of discourse analysis allows, on the one hand, to record the result of positioning and keep a distance, and on the other, to create an opportunity for communication and personal representation not as a simple signal, but as an opportunity for everyday communication in the public sphere. The research process of citizens' identification, originating from urban ethics, determines the sociocultural atmosphere of the city. According to the studies of urban visual space by the example of Moscow, held by BERGER & LUCKMANN (1995), Muscovites point to both positive and negative emotions of perception and assessment by citizens of administrative districts of the capital and visual signs with which the city is identified.

In this context, the discourse, especially critical and visual space, is of practical importance in the substantiation of technologies of effective management in the urban environment.

Thus, the representative behavior of the citizen is focused on the midpoint, at the same time it points to the individuality that requires attention, puts the personality into the framework of generally accepted estimates related to the transformation of attention in recognition and respect. The typical situations of urban interaction are characterized by the complication of communication technologies, social risk accompanies the citizens and increasingly introduces a critical discourse in their communication, demonstrating the distance and providing feedback to citizens with municipal, regional and federal government structures.

Communicative and visual space, as well as the critical discourse, is a technology of communicative interaction of various social groups, permeating all spheres and levels in the system of relations between society and the state. The studying of the presented problem based on sociological means is not considered by the Russian and foreign researchers in such interpretation. The approach enhances the understanding of communication skills, the results of discourse testify to relevance of further theoretical and practical development of communicative and visual technologies of management in urban sociology.

2. METHODOLOGY

The main investigation method is a sociological survey. The complex methodology included, along with the survey methods, associative tasks, unstructured interviews. The residents of the capital participated in the research. The main criterion for the selection of respondents was the duration of residence in Moscow: whether they live there not long or for a long time, and those whose families live for more than a generation in the capital. The interviews were conducted with representatives of governing structures of the capital.

Methodology and methods of structural and functional, comparative and situational analysis, autopoiesis of modern communication studies, interdisciplinary synthesis of sociology management, social psychology, methods of social diagnostics BERTALANFFY (1969) characterize the ratio of cultural and social capital, the space of lifestyles and self-presentation of citizens.

3. LITERATURE REVIEW

Communicative bases of urban management, being a socially significant sphere of activity, are defined by the prospects of discursive technologies and their realization. Sociological approach to the study of communicative practice in the subject field of discourse analysis is presented by the works by foreign authors: BERGER & LUCKMANN (1995), in communicative theory by AUSTEN (2004), the sensory

meaning of social interaction can be found in the works of E. Sapir, one of the founders of sociolinguistics.

The concept of the urban environment presented by BERGER & LUCKMANN (1995) is an integral classical vision of organizational systems of different nature, ensuring the preservation of their specified visual structure; it is complemented by the studies of BERTELS & SHEFERS (2012), setting the urban logic of mental and communicative activity. This approach correlates with the method of discourse analysis taken by (BOURDIEU, 2007).

The emerging information space determines a new order of communicative and visual interaction in the city. The characteristic features are the specific relations between the subjects, involving both the existence of feedback, and greater awareness in all aspects of functioning of communicative and visual discourse as a relationship of domination and subordination. The problem is considered in the writing of ARENDT (2000), ALEXANDER (1985). According to the Russian Researchers BELYAEVA (2006), this type of interaction requires particular social technologies, adequate to the current conditions and the methods of prompt dissemination of information, ideas, and opinions related to the daily interaction and connected with appropriate and effective tools and facilities of management.

The Russian Scholars BERGER & LUCKMANN (1995), develop management features as the critical discourse. The genetic relationship between management and critical discourse is presented by BORISNEV (2003).

4. RESULTS

Identification in the sociological sense is characterized by the individual's correlation with a particular group or category of the population. The sociological survey of Moscow residents, carried out for this purpose, registered the following characteristics of the identification of Muscovites.

Table 1: Which administrative okrug is the most attractive?

Response options	Responses
South-Western Administrative Okrug	35.48%
Central Administrative Okrug	30.65%
Western Administrative Okrug	16.13%
North-Western Administrative Okrug	6.45%
North-Eastern Administrative Okrug	4.84%
Northern Administrative Okrug	3.23%
Eastern Administrative Okrug	1.61%
Southern Administrative Okrug	1.61%

Table 2: Which administrative okrug is the most prestigious?

Response options	Responses
Central Administrative Okrug	61.02%
South-Western Administrative Okrug	16.95%
Western Administrative Okrug	8.47%

Northern Administrative Okrug	3.39%
North-Western Administrative Okrug	3.39%
North-Eastern Administrative Okrug	1.69%
Eastern Administrative Okrug	1.69%
South-Eastern Administrative Okrug	1.69%
Zelenograd Administrative Okrug	1.69%

The idea of citizens regarding the attractiveness of okrugs includes Khamovniki and Zamoskvorechye districts and other areas of the Central okrug. Respondents indicate that these districts have preserved their historical appearance, have a distinctive character and it is a chance to experience the spirit of old Moscow. According to them, there is everything you need for local urban happiness, a pond with ducks near the Novodevichy Convent, Mandelshtam garden, red brick of Luch, a wonderful estate of Leo Tolstoy, Plyuschikha, Devichye field, Burevestnik stadium, and other places.

The district of universities in the southwest attracts with its ecology and infrastructure, beauty, the concentration of the academic elite.

Thus, according to the results of the study, mainly the territory of old Moscow causes positive emotions among Muscovites, particularly among the older generation. These districts have historical buildings, preserved old streets in the center, quiet streets, cozy courtyards, old buildings, as well as park areas.

The respondents explained that the streets remind of the past atmospheric Moscow and you can relax from the crazy rhythm of modern Moscow in the parks.

Among the objects of the urban environment with which the city is primarily identified, the citizens pointed out the Red Square, the Kremlin, the complex of buildings of Lomonosov Moscow State University and Stalin's skyscrapers: In contrast to the standard skyscraper, these buildings are really great; they create the image of Moscow. They are looking up, they are flying. Space is everywhere, nothing puts pressure on you. Nevertheless, the younger generation of Muscovites noted that the objects of Moscow City are becoming more familiar from the point of view of the figurative expressiveness of the city.

The historical identity of the city is a decisive advantage that allows coping with contradictions when the city has a strong background and a rich culture of the local community of citizens who can stimulate civic participation in the formation of visual and communicative space of megalopolis.

At the same time, security has become one of the greatest challenges of modern cities. The maintenance of security is based on the ideas about how the city should look and function; there are certain opposite effects, to a greater extent, of a destructive nature.

Thus, the concern that a beautiful and comfortable place that attracts undesirable people, leads to unattractive loci: the benches are made short and it is impossible to sleep there, and the ledges are so sharp that it is impossible to sit. But the unattractive place risks being

unclaimed and thereby lose additional oversight and human presence there. At the same time the only sustainable way to develop a safe space and protect it from unwanted people is to make it attractive to everyone else.

The analysis of the citizens' responses about possible reasons for relocation has identified the values that determine the desire to stay in Moscow and to assess attachment to the capital through the actualization of reluctance to move to another city.

A citizen who is inclined to identify themselves with the Moscow community commends the communicative and temporary space of the city. Such people experience and broadcast a variety of positive emotions and impressions of their environment in the city, such as the feeling of your city, a sense of safety and comfort, pride, admiration and interest.

Thus, the status and role identification is a complex social phenomenon, however, is dominated by the space, allowing the individual social positioning and movement within the megalopolis, confirming the status of the individual.

5. CONCLUSION

The results of our study confirm the correlation between visual and communicative space and the physical structure of the space of Moscow. The zone of the visual interpenetration of man's environment

and communication technology tie people with its reality to a particular social environment.

On the one hand, the individual appeals to the identification features with the mass of citizens defining it through illustrative behavior, internal elimination and differentiation of social positions of the person, demonstration of the social status of the citizen, and, on the other hand, the interpretation of different logics of action and the imposition of social and physical spaces oblige citizens, participants of the communicative process to transform social and physical structures in communicative and reflective and fill the social space not only with signs demonstrating self-presentation, but also, relying on social and symbolic capital, to influence the generally recognized assessments of the visual and communicative environment. The spatial consolidation of functions of Moscow in the South-Western district of Moscow, Khamovniki, Zamoskvorechiye, near the Novodevichy Convent, Mandelshtam garden presented as the example of spatial analysis of the field of activity of citizens in the works of BERGER & LUCKMANN (1995), are described in this study as the indicators of communication in a public and private environment, which oblige the citizen to a certain manner and ethics of communication, losing the ability of personal experience and still have the possibility of observing the distance and isolation. The spatial action system is converted to a discrete connection and the action space is transformed into the image space. The urban social and physical space becomes connected with visual and communicative technologies of

presentation, providing the critical level of interrelation of citizens with municipal, regional and federal structures of management.

The life-world of traditional urban space is transformed into a discrete space of small enclaves. Communication face to face is replaced by living space in which people know the city, is in its specific places (parks, fitness centers, shopping centers). The practical distance between these places is filled with virtual technologies. The physical space of megalopolis is perceived as virtual; signs and symbols become relevant to everyday life. Typical situations of urban interaction and communication are increasingly realized through the Internet. The radius of perception of social reality becomes more complicated.

Thus the mentioned hypothesis that the standardization of citizens' life, loss of their individuality, the replacement of values based on the communicative space of megalopolis to identify culture, and the status is confirmed by the formation of the presentational status of Moscow residents in the communicative and visual space. Peculiarities of socialization and identification processes in the cities served as a basis for the analysis of social practices of citizens in the categorical pair attractiveness – prestige.

The study confirmed the need for measures to maintain the sample of identity in order to increase the use of public areas to form a community of Moscow residents. This is facilitated by a certain image of the area, i.e. its visual representation. To this end, it is appropriate to create meaningful high-altitude dominants, color design, intensive

gardening in the visual environment of the city, and introduce a dynamic communication environment in the urban space.

In the real space of megalopolis, the formation of discourse is marked by various forms of public participation in governance. These are forms of both direct and indirect democracy. However, most often these forms are either not in demand, existing in some virtual sense, or are used formally, in a small volume, almost always on the top-down governance. The stereotypes of mass consciousness, according to which the municipal authorities have little influence on the state of affairs, are confirmed by statistical data on appeals of citizens of the Bryansk region to municipal government and executive authorities in recent years.

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