Development of Contemporary Social Movements in the Context Civilizational Changes

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Abstract

Basic prominent features of modern civilization such as democratization of social life; formation of information, «partially abstract society»; emergence of social chaos in all world community; disintegration of collectivist «mode of life» into individual «styles of life». Modern social movements are reaction on institutional changes, on abstract societies. Civilization changes give a chance of reforming public associations. Individuals undertake active actions, organize protest movements. In a modern society the movements have possibilities for the development. It is necessary to take into account individual and structural levels, a social context in which subjects are ought to function.

Key words: development, contemporary movements, civilization changes

Introduction

Contemporary civilizational situation is characterized by transformation of sociopolitical and economic systems, democratization of different spheres of the society, emergence of various social stable interactions, a considerable quantity of new forms of civil participation, social movements and the organizations, which reflect interests of citizens and community groups. What are characteristic peculiarities of civilizational changes? What promotes formation and development of movements in a modern society? In the last decade the new world order, «the order of constant disorder and infringement of balance» (Poljakova, 2004, p. 370), develops very quickly. The economic integration of world society; loss of sovereignty of the states; cultural, political and social pluralism promote formation of the new social order. New norms of "partially abstract", information society arise and develop in the process of globalization.

The mediated forms of interaction (but instead of direct connections of individuals) play important role**.** In information society knowledge, information, technologies, in other words, abstract means take social acknowledgement. Global structures of an abstract society spread to daily routine interaction of ordinary people (Bljaher, 2005, p. 92). According to Bljaher the process of globalization includes the big spectrum of vital interaction. Societies interact with each other and, thus, an exchange of ideas and activity takes place. Common values are extended, new norms and rules are established. Global planetary, consisting of abstract networks (token money, goods, information flows), is formed. In this process the information and channels of its transfer play an important role. Development of information technologies accelerates a process of institutional changes. Emergency of new organization forms and changes of its maintenance are a consequence of development of innovative technologies and formation of information-oriented society.

Contemporary movements and organizations guided by new communicative technologies have possibilities to use interactive peculiarities of the Network. Participants of movements organize forums on the Network, active workers of movements publish the articles on pages of electronic mass-media. Now technological development of organization has a rather large value. It should be supported by other kinds of mass-media to propagandize its activity, to expand the social base, to involve potential participants in political actions.

In a modern society direct interactions are substituted for virtual social formations. It promotes rise of uncertainty, loss of the bases of social attitude. According to Bljaher, the social chaos is shown in the mentioned processes as «a specific condition of a social reality between two steady social systems when one of them is already destroyed, and another isn't created yet» (Bljaher, 2005, p. 19).

The person aspires to compensate lack in social chaos. «She searches for a group in which acquisition of a desirable status rent, a reconstruction of presentation of a picture of the world is possible. This communications-search makes space of social chaos» (Bljaher, 2005, p. 8).

So, the mediated character of interactions generates uncertainty, instability and leads to occurrence of new forms of interactions. In this condition the person has possibility of a choice. While in a stable society «semantic constructions» are accepted as own, social chaos gives a wide choice, new social senses. It is a source of vital organized interactions, of social movements and virtual formations. We build the logic scheme: a universalization and integration of international community → formation of «partially abstract society» → occurrence of social chaos → disintegration the common, complete, collectivist «mode of life» into individual «styles of life» → formation of new social movements as reactions to «pressure of civilization» and abstract societies. Disintegration the common, complete, collectivist «mode of life» into individual «styles of life» (Ionin, 1993) is a consequence of globalization. Modern social movements (movement of hippies and punks, interest to national culture and exotic religions, feminine movement) are reaction on institutional changes, on abstract societies.

In the last decade works on theoretical sociology, social philosophy, anthropology were written by P. Bourdien, A. Giddens, P. Shtompka, I. Mostovuja and other researchers, who give a priority to idea of social mobility and possibility to change and make the vital plans. This is primarily due to the fact that modern society has changed cardinally and entered into the way of construction of a postindustrial society, which is based on informativeness and innovativeness. When the information capital increases constantly, information is increased every second, necessity of applying information technologies that impact on the process of institutionalization of various elements grows. These processes elapse much faster, than during the previous epoch. Information society has certain structural features. It is based on oscillation of knowledge and information processing by means of technologies resting upon microelectronics. The society has network structure, where networks are interconnected among themselves. It should be noted that such system has flexible forms of management. It is caused by a variety of new institutional forms, and also their mobility and openness.

The modern person can be considered only in a context of civilizational situation, in contemporary context. The changes of institutes influence the person, and, in turn, the person affects a modern society. In the conditions of democratization of international community a person acquires a wide spectrum of the rights and freedom to protect own interests and is permitted to create public associations of a different orientation. Along with the subjective reasons caused by activity of the person, the objective reasons of institutional changes are external factors, which influence on changes in the organized interactions. These include outside information; results of legislative activity (the changing rules and norms and established at institutes laws); possibilities of the system, its ability to adapt for world around, to integrate separate elements, to put definite purposes, and, at last, to form the necessary for preservation of latent structure of social relations institutes. So, the system adapts to new conditions, changes «game rules» and, thereby, changes social subjects. So the new social order is established.

Speaking about a postindustrial society, it is necessary to mark status groups, associations of individuals on interests. The best example is participants of new movements and the organizations, that are primarily set up for realization of individual and group interests. In the process of globalization amplifying interdependence of the world community promotes formation of various problems. Separate individuals and public associations decide them. Now similar forms of the social protest, civil initiatives, the organizations and movements arise in various societies. Mobile, flexible social structures, associations of individuals which adapt to changing environment quickly are very important. Social movements are an essential part of globalization. In the conditions of formation of a new world order the global organizations and movements, network associations of individuals that have universal purposes become an influential subject.

They are presented as the mediated and direct forms of interaction. Religious and secular global networks are forms of direct interaction, because they have an organizational kernel, active workers, supporters and conduct real activity in social space. It is not necessarily associations with a numerous social base. Their separate kinds have global character, because they pursue the universal, world aims that concern of the whole mankind. Local movements as opposed to the global are created for solving the actual problems, concerning separate individuals and small social groups and layers. Their activity has no universal character, they operate within the limits of one state, have their own feature caused by historical traditions, mentality, specificity of political system and other factors. The special role belongs to local associations in the era of globalization.

They are created as a challenge to unification of values for preservation of own traditions, protection of individual and group interests. The distinctive sign of global movements is universal character of activity. Not only in their purposes, but also in breadth of coverage of practice they have acquired mass character, spread to other countries. Global movements are aimed at change of cultural values in the world community. Thus, global movements have the universal purposes and unite representatives of various societies. In turn, local movements consist of people of any society. They are created for the purpose of protection of individual and group interests. Their participants put the concerning each of them specific targets.

Individuals undertake active actions, organize protest movements. Representatives of different societies use technology of pressure. They participate in actions, street performances to attract of mass-media, and also create new movements (alternative trade unions and other associations) to protect the rights. They defend the economic, political and social rights at local level. For example, there were 183 labour conflicts in the Russian society for 2009, half from them in the form of meetings. The Russian citizens use pickets, hunger-strikes, closed streets, collective references to officials. As practice shows, initiative groups unite and form network movements. For example, in the end of 2008 Association of Initiative Citizens of Russia (TIGER) arose against increase of duties on foreign cars. At first it was protest movement, further – network association.

Now protest political actions are also in Russia. In September of 2010 the All-Russia action against commercialization of the social sphere has been spent in different cities (Saratov, St.-Petersburg, etc.), organized by such social movements as Anti-recessionary resistance of people, Free trade union «Student-defense», Socialist movement «Forward», the Union of communistic youth, the Union of Co-ordinated councils of Russia, etc. Participants have demanded to cancel action of the law from May, 8th, 2010 № 83-FZ «About modification of separate acts of the Russian Federation in connection with perfection of a legal status of the state (municipal) establishments», to refuse system introduction «financings of everyone», to send in resignation of Minister of Education and Science A. Fursenko, etc. (from the meeting resolution).

Movements of a various direction unite to mark social problem. For example, youth «Apple», «The Live city», ecological remedial center «Bellona», United civil front, League of voters, «Solidarity», Association of businessmen of small and average business, Remedial council of St.-Petersburg «Defense» took part in «The March in protection of Petersburg». Following questions were mentioned: preservation of the historical center of Petersburg, protection of green plantings, selectivity of executive power of a city, etc. Thus, Participants of social movements expose along with social and economic, also political requirements. Protest movements join in active political life. They pass from struggle for the social and economic rights of the members to struggle for the political rights of citizens of Russia.

Open character of a modern society, process of democratization, development of new technologies allows to hand the information over quickly, to carry out the formal interactions between separate individuals and their groups. It is a question of protest movements as forms of civil participation, which were widely adopted in the West and gain in strength in a Contemporary Russian society. Herein the actions directed on consolidation of interests of citizens of the various states have great value. For example, the Russian social movements have taken part in the Sixth European social forum (July, Istanbul). It is the proof of unification of associations of the various states and exchange of a private experience.

Protest movements are unstable and nondurable in character. They arising spontaneously, as a result of negative dynamics of social state of health of the population. Having satisfied requirements of participants, having solved certain questions, association finishes the existence or passes in other form. Civil initiatives, strikes, meetings, hunger-strikes are joined in such movements. In the Russian society a rise of public activity, intensive growth of protest movements was to 80s - beginning 90s of the last century. The new political ideology extended, the society has passed to new economic policy. Social movements arose, because a degree of a dissatisfaction by life increased, fell level of trust of the power, decreased adaptable potential of the population (protests of miners, teachers, doctors , etc.).

Protest movements have occupied the niche among other associations. We represent them as the effective form of civil participation in a contemporary society. As the practice shows, some of them gradually turn to the having system, steady character organized movements or the network associations. Social movements as the organized interactions differ from form and content of protest movements (youth, female, ecological, veteran). They have certain stability and structure. In our opinion, on structure they are social interactions.

They are characterized by self-organizing, orientation to representation of interests of the social groups, definite organization (Skobelina, 2010, p. 102-103). As show results of sociological researches, throughout last two decades (with with. 90s of the XX-th century on the present) annually number of new movements and other associations of the third sector in Russia increased. However according to the empirical data among them small associations prevail. As to volunteers of the third sector, on number it basically small groups (to 10 persons — in 35 %, 11-100 persons — in 27 % HKO). It is necessary to make the reservation that the majority of the Russian noncommercial associations on the friable structure, weak degree of imperious relations are movements, instead of the organizations. Therefore in sociological science it is necessary to consider as social movements.

The main idea of these movements is expressed in the name - female, youth, ecological, national-cultural. They are created for expression of interests of certain group or a social stratum, for the decision of a concrete problem, at which their activity is aimed. There are movements with social component. As examples there are associations of soldiers-Afghans and Shernobilthes, different youth movements, Movement against illegal immigration, Inter-regional social movement «Country front», the All-Russian social movement «The Tadjik Labour Migrants», «Movement for a cultural heritage of St.-Petersburg» and others.

Movements - protoparties is a kind of organized practices. Amorphous and friable structure differ them from political parties, they are created to be transformed into a party in the sequel. Their main purpose is an attainment of political power, participation in political life of a society (for example, Union of Right Forces, «Unity», «Apple», Fatherland, People's party of the Russian Federation and others). Protoparties are social and political movements. For example, there was a political movement «Unity», that was transformed into party «Unity» that is now called «United Russia»; political movement «Honour and Motherland» reorganized into Russian People's Republican party; political movement «People's Deputy» was transformed into People's party of the Russian Federation. According to Yudin, such associations called «protoparties» (Yudin, 1998, p. 34). Such movements (at least Motherland and «Unity») when they were setting up declared not only the purpose of active participation in political life, but also the purpose of political sway. All these movements possessed sufficiently large financial and administrative resources that help them to play a serious role in political life of the country. During the '90s of the XX-th century they played a role of political parties in parliament.

Political movements appeal us its quickness of creating a movement. Besides, unstable membership allows us to speak about their mass character. In the late nineties in Russia among various ways of creation of political parties formation of parties based on political movements was popular. An example is «United Russia». This party has practically during two months transformed from selective association and political movement into the political organization. According to Holodkovsky «… Russia «has enriched» world political experience by high-speed formation of the virtual structure named «Inter-regional movement "Unity"» which, however, managed to prove itself». Characteristically, «the Unity» holds a congress and issues a «political movement» (in practice representing «the party in power») only after elections (1999) (Holodkovsky, 2000, p. 47).

It is remarkable that «the Unity» has got a vote of «a millionth elector» for such short time, and that fact is confirmed by electoral statistics of 1999 – 2001. And though electoral association «Unity » hadn't got accurately formulated party program, it was a bearer of patriotic spirit. It met expectations of millions voters. Mass-media influence on people a lot: «Now people even more often scoop the necessary information from mass sources. In this connection the role of mass-media as a coordinator and the organizer of information gain increase» (Malakanova, 2000, p. 100). Both political movements and parties are commonly organized in the following way: a semantic image of the leader, which then is «built up» by means of mass-media, is created with the qualities so characteristic of him by means of political strategists, and the regional power gives him an administrative resource (Holodkovsky, 2000, p. 48).

For example, formation of party «The Russian integrated labor front», which was supported by such parties and movements, as Russian Communist Workers' Party - Revolutionary Party of Communists, The Revolutionary Communist Youth League, Left Front, Army of Will of the People of J. Muhin (now its activity is declared as extremist and it is forbidden), and also trade-union movement (the All-Russia confederation of work) of A. Etmanov,   the editor-in-chief of the forum.msk of A. Baranov, etc. The organization of the party is directed on association of independent left and patriotic forces and trade unions. Social movements are the mechanism of subjectivity of social life. At the present stage they participate in formation of steady social subjects – political parties and other public organizations.

It is one of the functions of movements in the well-established social system. Participants acting in a certain social context change a reality, create conditions for the activity. They design a new subjective and objective reality that is shown in creation of new structures. Participants independently define an activity orientation, the purpose and problems, the maintenance and forms of interactions. We should pay our attention to social movements presented on Internet sites, movements that don't carry out activity. Virtual movements are movements that have a mediated character of interactions, and are set up for the purpose of changing a present order by means of innovative activity. They unite people by transferring information by means of Internet technologies. Participants are integrated by a common theme, rules and norms declared in the charter or in other document. Such associations have an organizational nucleus, which consists of leaders who brings out any social problem or define a new theme and place it on a site. Innovative character of activity and little expenses (time, money etc.) are attractive.

Example of a virtual movement is Kondinsky social movement «the Civil initiative», which has its own charter. Forums are regularly held on a site, the actual information is placed. Each participant can comment upon it. Virtual movements are popular among political leaders, too. For example, a social movement «For the healthy future – our children and grandsons» note that it is supported by political forces of a various direction. Such movements use various means for mobilization of population. For example, a regional social movement «Vote for Grandfather Frost!» hold a mass action in support for promotion an image of Russian Grandfather Frost as a talisman of Winter Olympic games in Sochi in 2014. Leaders of movement specified that «results of the action will be brought to the public, mass media, National Olympic committee of Russia, Organizing committee of Winter Olympic games of 2014 in Sochi and other interested organizations notice». So, virtual movements, as well as other associations of individuals have a common. They design a subjective and objective reality.

Thus, when we allocate conditions of setting up modern movements, it is necessary to take into account individual and structural levels, a social context in which subjects are ought to function. Civilization changes give a chance of reforming public associations. Social changes generate new risks connected with labor employment of the population, reduction of salary, problems in sphere of provision of pensions and, thereby, cause emergence of people's necessity of participation in public association. Necessity appears because of the feeling of disappointment life, inability to resolve individual questions at level of individual behavior. Basic prominent features of modern civilization such as democratization of social life; formation of information, «partially abstract society»; emergence of social chaos in all world community; disintegration of collectivist «mode of life» into individual «styles of life».

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