Pазмышления
на заданную тему

Reflections
on a given theme

РАЗВИТИЕ СОЦИОЛОГИЧЕСКОГО ОБРАЗА МЫШЛЕНИЯ С ПОМОЩЬЮ МУЛЬТИМЕДИЙНЫХ ТЕХНОЛОГИЙ НА ПРИМЕРЕ СКАЗОК НАВИГИТЕЛ

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Социологический образ мышления определяется как ключевой способ восприятия и оценки социальных действий и регулятор поведения социализированного субъекта. Представлена модель развития социологического образа мышления под влиянием сказок Навигител. Предложено структурно-функциональное описание данной модели. Мультимедийные технологии обосновываются в качестве технологической базы для практической реализации построенной модели. Раскрывается потенциал мультимедийных технологий в развитии социологического образа мышления. Формулируются ключевые положения аксиологии. Показывается социологическая сущность сказок Навигител.

Ключевые слова: социологический образ мышления; социальные действия; поведение социализированного субъекта; модель; мультимедийные технологии; сказки Навигител.

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DEVELOPMENT OF A SOCIOLOGICAL WAY OF THINKING WITH THE HELP OF MULTIMEDIA TECHNOLOGIES ON THE EXAMPLE OF NAVIGITEL TALES

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The sociological way of thinking is defined as a key mode of perceiving and evaluate social actions and as a regulator of a socialised actor performance. A model of development of the sociological way of thinking under an influence of Navigitel tales is built. Structural and functional description of the model is presented. Multimedia technologies are substantiated as a technological base for practical implementation of the built model. The potential of multimedia technologies at the development of the sociological way of thinking has been disclosed. Keys thesis of axiology and sociological essence of the Navigitel tales are formulated.

Keywords: sociological way of thinking; social actions; performance of the socialised actor; model; multimedia technologies; Navigitel tales.

Introduction

Let's start with an analogy. An economic way of thinking – is a generally accepted scientific category [1]. Traditionally, it has been interpreted as a process enumerating of economic alternatives in order to make rational choices, that is, choices that minimise costs and maximise net benefits. Why need to learn the economic way of thinking? An answer is obvious. Do you want to be successful, a wealthy man in a world where resources are limited by definition, and the most powerful a socio-economic principle is a competition principle [2, p. 79–88]? Here is an instrument designed to increase material benefits. Master it – and you will be successful. But as for the need to develop the sociological way of thinking, this situation is not so ordinary and obvious. Why we should master it?

Let's define main opportunities that the sociological way of thinking opens up for the actor[1], at accordance with the scientific position of the famous Russian sociologist A. G. Zdravomyslov [3]. The sociological way of thinking make possible: firstly, to understand sociality, «human-orientation» of their actions and actions of other people; secondly, to realise that any social action is executable on several levels, and a sociological thinking is called to grasp all these levels; thirdly,

adequately assess almost unavoidable countermeasures; fourthly, anticipate a relationship between expected and unintended consequences of a social action; fifthly, an ability to move from facts to explanations and from explanations to understanding; sixthly, to interpret events in an appropriate socio-cultural context.

The listed possibilities are make possible us to define the sociological way of thinking, on the one hand, as a way of perception and assessment of the actor actions as social actions («on an entrance»), and, on the other hand, as a regulator of the performance of the socialised actor («on an exit»). Since among all the actions of an individual involved somehow or other in the structure of social ties and relationships, the most valuable for him are the social actions (Robinson will always strive to meet Friday [4]), therefore, we interpret the sociological way of thinking as a basic and necessary condition for the successful development of economic, legal, managerial and all other forms of performance of the social actors. Thus, we assert that the sociological way of thinking is good for the actor, moreover his competitive advantage. But a real question is, how do we develop the sociological way of thinking.

Main part

To a first approximation we can assume that such a nonlinear way of thinking as the sociological way of thinking (and it is certainly non-linear), intends corresponding nonlinear ways of its formation. It reminds us of an old anecdote. «Two cowboys are riding on a steam locomotive. There's a turn ahead. One cowboy shouts to

the other, Bill, throw some curve firewoods in the firebox! We will turn to the right!». Every joke has some truth. In this joke, the grain of truth is that the format of the sociological way of thinking should be original, not boring, non-trivial, and, if you like, non-academic, in the conventional sense of the word. Moreover, now

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[1]In this article, the term «actor» is used in its sociological sense, to refer to any individual operating in a social setting.

we are talking not about training of professional sociologists, but about the expanded popularisation of the principles of sociological thinking and its application in social practices. Therefore, the method should impress, stir up, «wake up», bring out of the usual equilibrium state, to shift the focus of attention and center of gravity interests in the direction of sociological approaches to the organisation of life, the solution of problem, including conflict situations, targeting and choice of ways to achieve goals. At the same time, a way of mastering must be understood by all social actors, regardless of their demographic, educational, status, professional and other subjective characteristics, that is, it must be invariant. The above characteristics are possessed only, perhaps, by objects from the sphere of art.

A good example of the influence of art on everyday practices is presented in the feature film «The man from the Boulevard des Capucines» («Mosfilm», 1987), where it is very vividly and figuratively shown how the cinematograph radically changed the way of life, people's mores and habits in a single town in the Old West[2].

We want to demonstrate the model of development of the sociological way of thinking on the example of the Navigitel tales [5, p. 134–140]. Why is the tale genre had been choosing?

It was done because any message destined to act linearly through reasoning usually has an explicit purpose of influence, as its meaning is expressed in a strictly definite way. This causes a recipient to have a state of heightened vigilance, disapproval to the perceived information (contrasuggestibility) [6, p. 7–35]. In the tales, a relationship between content and influence is significantly more plastic, non-linear, and a text itself is uncertain by meaning and can have many meanings. This gives the recipient much more freedom to choosing and creates an appearance of full independence in a feeling, independence in the interpretation of text meaning.

Why the Navigitel tales had been choosing? It was done because ones are sociological by their ideology and value-normative content initially. Here are the key points of their axiology, which are the basic of the culture of Janvids – the main characters of the Navigitel tales:

1) life has unconditional value in all its manifestations;

2) social progress is possible and must be pursued consciously;

3) all social contradictions can and should be resolved through negotiation;

4) social progress must take precedence over technical progress;

5) the experience and wisdom of the ancestors are the reliable foundation of the present;

6) the future begins today and depends on contribution everyone's.

The tales storyline are not incidental also. Each episode is related to some a social law, some a sociological method or concept. For example, «The tale about 400 wheat grains» in a literary and artistic way reveals an essence of the sampling method in sociology. «The tale about the fast built palisade» shows the practical value of the socio-economic law of division of labour. «The tale of a harsh winter and good neighbours» tells about the vital benefits of social cooperation. «The tale about the difficult way to the right solution» convincingly testifies to the imperishable value of expert opinion. The tale «About acorns, chestnuts and saving bag» demonstrates the advantages of a survey method in seeking public opinion on questions that are relatively simple in nature, but concern many actors. The tale «About the miraculous salvation of "Sneha" and the magical power of the Navigitel culture» reveals the amazing possibilities of culture in the formation of a socialised personality, etc.

The constructed model of development of the sociological way of thinking refers, in the terminology of V. A. Stoff, to the class of ideal models (see figure). «Models of this kind remain mental, ideal even if they are embodied in some material form, in the form of a drawing, drawing, diagram or simply a system of signs... These models can be called ideal also because even when their elements and relationships are fixed by signs, drawings or other material means, all the transformations in them, all the transitions into another state, all transformations of elements are carried out mentally, i. e. in the consciousness of the actor, who is based on a certain semantics and uses logical, mathematical, physical and other specific rules and laws. Without this, such drawings, drawings, sign systems and other constructions are deprived of the meaning and overall value of the models as images of reality» [7, p. 26].

There is a stimulative-motivational mechanism [8, p. 269–272] in the central part of the model, one's consisting of three components: stimuli, interests and motives. The main functional of the interests component is associated with the selective transformation of some, potentially the most interesting for the actor, incentives (opportunities, variants of action, chances) into motives (inner drive to actions). The culture is a factor influencing to a work of the all three components of the stimulation-motivational mechanism. This essential block of the model includes values, norms, performance patterns was learned and mastered by the actor as acceptable and correct. The actor, being motivated, approbate in practice (right-bloc the model) certain actions that are aimed at achieving the goal and make up the performance style of this actor. The content of the motives component and the culture block can be adjusted on the basis of feedback depending on the results of the activity.

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[2]Человек с бульвара Капуцинов // КИНО-ТЕАТР.РУ [Электронный ресурс]. URL: https://www.kino-teatr.ru/kino/movie/sov/7783/annot/ (дата обращения: 10.02.2022).
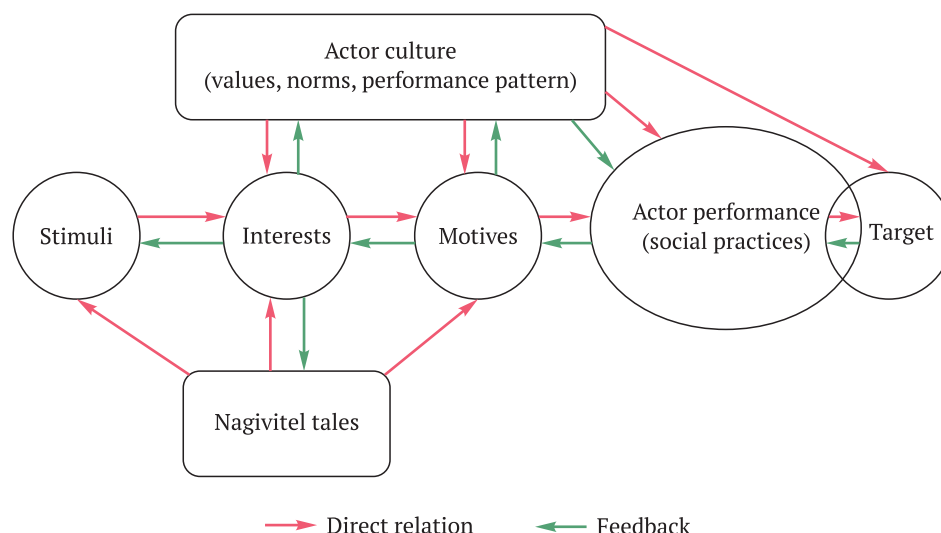
Model of development of the sociological way of thinking
under the Navigitel tales influence

The motives component, can influence the central component of the stimulation-motivational mechanism, that is, to the interests, also on the principle of feedback. This influence can be supportive when the activity of the actor was generally successful, or corrective character, if the results of the activity were assessed by the actor as not very successful. The interests component, in turn, is able to produce reverse «requesting» connections by relation to the «Navigitel tales» and the stimuli component. This happens if the interests component is difficult to ensure the implementation of its functionality, based on its own information-content resources.

The presented model of development of the sociological way of thinking is reveals the most general principles of a thinking of the actors. The transformation of the model from a theoretical status to an applied set of tools is associated with its enrichment new or updated ways of assessing various situations and methods of solving actual problems. The stimulation-motivational mechanism, which constitutes the central part of the model, periodically needs fresh «fuel» and a new «lubrication», for its uninterrupted operation. That is why we included in the model block «Navigitel tales», which strategically performs the role of reservoir of good content, which gently and unobtrusively «injects» into the sphere of public consciousness positive, constructive, progressive, socially responsible ideas. All this content, firstly, is fully consistent with the spirit of a sociological science and organically come about as from its principles, secondly, is presented in a most suitable form.

The «Navigitel tales» as a block in the model of development of the sociological way of thinking provide performance of the three main functions: 1) the function of updating of a stimulation field; 2) the function of development of sphere of interests; 3) the function of improvement of a motivational diversity. The stimulation field is extended by inclusion of new game features. Preliminary (pilot) observations of the ways children learn the Navigitel tales showed that children easily get acquainted with fabulous characters – Janvids, and include them in their own game scenarios. The sphere of interest is actualised by awakening creative potencies, for example, by colouring black and white illustrations accompanying the text of the tales, or by testing in reality the recipes and tips that are organically include in the text (for example, the recipe paints or an ancient recipe for cooking porridge, cakes and acorn biscuits). Motivational diversity are activated by offering ready-made examples of social actions and performance. Presenting themselves in the place of heroes, readers «try» on themselves style of performance of Janvid, penetrate their logic, feel their emotions. Much in this process, of course, depends on individual perceptions.

At the level of the each specific actor, the purpose of the operation of the block «Navigitel tales» is to provide a meaningful evolutionary transformation of the all other blocks and components of the model by introducing new ideas into the individual consciousness and experimenting in practice new ideas, or well-forgotten old ideas, but in a new «package», by training the actor to their «cogitative consistency» and ability to act, and gradually translating these «fabulous» ideas into the category of social actions of the value-rational type [9, p. 628–630].

At the present stage of development of information technologies and computerisation of almost all spheres of human activity, when a new virtual communication space is actually formed[3], modern approaches to the choice of technological base are required in the development

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[3]*Хохлова Е. А.* Коммуникационные процессы в современном социокультурном пространстве : автореф. дис. ... канд. филос. наук : 09.00.11. Ставрополь : СКФУ, 2006. 26 с.

of the general communication strategy implementation of the functional unit the «Navigitel tales».

Why, as the title suggests, is the multimedia technology chosen as such? Firstly, because, the complex multimedia tools have the following capabilities:

1) interactivity enabling exchange of messages between an user and a system, when the system receives, processes and issues the messages in real time, as well as hypertextuality allowing the user to independently form various sequences of displaying a content in real time[4] [10]. Together they provide the possibility to implement the principles of non-linearity, multivariantly[5] [11];

2) effective application of the systematisation and synthesis of an information while ensuring a high degree of visuality and quality of the relevant texts, illustrations, audio and video;

3) use of a virtual reality of a new media art that reflects a reality fairly accurately. Visualisation is one of an important requirements for successful implementation of the our project [12–14];

4) the possibility of creating immersive projects, which significantly increases an effectiveness of impact to the recipients [15, p. 263–266];

5) the possibility of multimedia technologies to control, if it's necessary, the process of formation of the sociological way of thinking, that is important for our pilot project. Any component of the model, as well as links between components, can be presented accordingly to obtain the necessary information on the performance of the tasks.

Secondly, the multimedia technology also provides an opportunities for polyformism. The Navigitel tales, for example, can are presented in such forms as the multimedia edition for viewing in modes of-line and on-line, the virtual immersive theater project, the computer game, etc.[6] [16].

And thirdly, design of the multimedia projects is based on the metalanguage of computer technologies [17, p. 305–307], which has its semantics, syntax and pragmatics, that allows to ensure the implementation of all the basic social-communicative functions of the text of the Navigitel tales.

Let's consider the potential of multimedia technologies on the example of the implementation of three main functions of the block «Navigitel tales» in the model of development of the sociological way of thinking:

1. Stimulation field update function. Since, as already mentioned, the stimulation field is extended by inclusion of the new game features, then will be effective use of the virtual reality of a computer game, sufficiently accurately reflecting the reality[7] [18, p. 16–24; 19]. Depending on the target group to which the recipient belongs and his personal preferences, multimedia technologies give him an opportunity to adjust the game parameters in real time.

2. Interest development function. The project toolkit of the multimedia technologies allows to create open authorised the multimedia issues in which each user can create, for example, their versions of the colour solutions of the characters acting in the tales. Each issue is tied to the registration data of a particular user in the system, which allows each user to see its colour solution.

3. The function of improving the motivational diversity. To realise this function, it is possible to represent the tales in an immersive virtual theatre, in which, by definition, takes place a practical full immersion of the viewer into theatrical action. Here the user can impersonation into the various Janvids, depending on his individual perception and personal preference.

Conclusion

Interactivity and hypertext structure of the multimedia project, provide the user with the opportunity for creative self-realisation, as it is able to each such project additionally attach importance and different senses, independently modelling different scenarios, thanks to the nonlinearity and multivariant multimedia. In turn, the multimedia technologies expand a possibilities of using the creative potential of authors who are aware of the fundamental incompleteness and potential multi-variant of the been created multimedia project.

Multimedia projects by themes of the Navigitel tales can be used as a basis for some meta-strategy on how to currently shape the sociological way of thinking. Especially it should be noted that at the preliminary stage of development of this project must be carried out art research and subsequent selection of objects from the field of art, which, as already noted, have an important role in preparation of the content of this multimedia project.

The strategic goal of developing the sociological way of thinking with the help of the Navigitel tales is to expand a reproduction of the socially responsible types of performance characteristic of characters-Janvids, which in a plan of actions will be contribute to the development of a sustainable structure of types of such performance,

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[4]*Чичканов Е. С.* Интерактивность как форма диалога в пространстве цифрового экранного произведения : автореф. дис. … канд. искусствоведения : 17.00.09. СПб. : СПбГУП, 2011. 23 с.

[5]*Яцюк О. Г.* Мультимедийные технологии в проектной культуре дизайна: гуманитарный аспект : автореф. дис. … д-ра искусствоведения : 17.00.06. М. : ВНИИТЭ, 2009. 46 с.

[6]Culture is digital. Executive summary // Depart. for Digital, Culture, Media and Sport [Electronic resource]. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/686725/Culture_is_Digital_Executive_summary__1_.pdf (date of access: 14.03.2022).

[7]Ibid.

that is – the formation of a social mechanism for the regulation of public relations and relations on the principles of Janatavidua (the science of society), and in the value sense will create the necessary preconditions for the formation of the subculture of the Navigitel.

The implementation of the strategic goal will ensure the popularisation of the sociological way of thinking as an organic component of the mature social consciousness. It will create prerequisites for expan-

ded a development and an approbation of conflict-free social practices, will give an additional impetus to the development of children's creativity and the system of additional education, especially in the sphere of project activities of learns by social studies, art studies, multimedia technologies, will improve the quality of vocational guidance and pre-university training of applicants for sociological and other humanitarian specialties, including in the field of art criticism.

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