

Homo Ludens in modern postmodern discourse: new possibilities of manipulation of public consciousness

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Abstract—Postmodern discourse as a modern direction of Humanities reflects many phenomena of the current culture, and attaches great importance to the problem of the subject, in fact puts it in the Central position, despite the inherent in this philosophical trend of the installation of anti-centrism and anti-fundamentalism. The very phenomenon of "game" as an object of scientific interest is present in many philosophical concepts. The choice of the designated context, that is, the postmodern theme, and not any other philosophical direction, chronologically related to the earlier period of the development of philosophical thought, is determined by a clear criterion. They are the relevance of this philosophical worldview for our time.

The game is the main category and all-encompassing phenomenon of modern pedagogy, literature, art, penetrating as never before into language, style, becoming a way of philosophizing of modern scientists, the main argument in favor of the overthrow of traditional ideas, the reception of the study of new connections of reality.

Keywords—Postmodern discourse, game, culture, manipulation of public consciousness

I. INTRODUCTION

A significant feature which led to the formation of postmodern models of thinking, was the global change in the socio-cultural situation in the XXI century under the influence of the gain of the visual component in the transmission of information in mass media space. In the globalizing world, the role of information communication processes is immeasurably increasing; the reliability of information, its completeness and reliability are becoming priority values for political and economic entities. In these processes, an increasingly important role is played by specialists in public relations, managing the communication of the subject of

activity with its public (target audience). Technologies of creation and introduction into mass consciousness of the desired image of the object (idea, personality, organization, product, service, brand) have become the most important factor of survival and development not only of individual organizations, but also of society as a whole.

Modern social processes are characterized by a huge influence of mass culture as a source of various low-grade entertainment and surrogate pleasures. Modern cultural trends are also the focus of professional activities of public relations specialists, who influence the public consciousness without regard to the high values of spiritual search and self-improvement. The reduction of PR to the craft of manipulation, commercial advertising and marketing indicates a distorted understanding of the features of the "philosophy" and the social mission of the PR Institute, focusing exclusively on the surface elements of the science of establishing trust between the interacting equal-dependent and equal subjects of social relations. Social, political, economic and cultural changes in human society revealed the irrationality of human existence. After the changes suffered by mankind, it changed its model of perception of the world.

The category of "games" was perceived by the representatives of postmodernism as a kind of physical and intellectual activity, devoid of direct practical expediency and presenting the individual with the possibility of self-realization that goes beyond his actual social roles [3].

Quantitative growth, emergence of new forms and expansion of the field of activity of mass media (mass media) determined the importance of their political

application. At the beginning of XXI the use of the Internet in post-Soviet countries is significantly increasing, and the Internet audience is expanding very rapidly. As a result, the modern man remains longer infantile; it is dominated by children's character traits, with an accent in the direction of demonstrative behavior. In other words, modern man is constantly playing something. This situation has an impact on the development of society [6].

"Manipulative bias", indicating the predominance of private interests over public ones, entails the loss of fundamental social guidelines, the growth of total distrust and alienation in society, the weakening of integral ties. As a result, the basic values that ensure the integrity of society are devalued, social ties are chaotic, and the social environment is degrading.

II. MATERIALS AND METHODS

Theoretical conclusions of the work are made on the basis of a wide range of different sources, as well as the work of a number of Russian and foreign researchers. Synergetic as an intermediary, interdisciplinary knowledge between philosophy and science, universal and universal dialectical laws are developed in the works of V. I. Arshinov, V. M. Vasilchenko, V. E. Voitsekhovich, Yu. A. Danilov, E. N. Knyazeva, S. P. Kurdyumov, G. A. Malinetsky, N. V. Poddubny, E. Ya. Rezhabek, G. I. Ruzavin, V. S. Stepin, D. S. Chernavsky.

The theoretical and methodological basis of the work was the symbolic theory of the myth by E. Cassirer, the concept of the collective unconscious by K.-G. Jung, the theory of social construction of reality by P. Berger and T. Lukman, the phenomenological analysis of the myth by A. F. Losev. Methodological significance in the framework of our work is the study of N. I. Shestov on political mythology. An essential component of the methodology used in the work was the concept of the regional myth of V. D. Nechaev. Within the framework of the approaches developed by the middle of the XX century, communication was understood as a universal and linear process of information transformation in the channels of the socio-political system. An attempt to overcome the limitations of models of single-line communication were the models first proposed by Dutch researchers. Bordvik and B. van Kaam (broadcasting model; dialogue model, consulting model, registration model), describing the types of bilateral and multilateral communication.

The phenomenon of mass consciousness begins to be actively studied since the XIX century. In the writings of G. Blumer, G. Lebon, G. Tarde, W. Lippmann, W. Mac-Dougall, D. Risman describes the features of thinking and behavior of people in different types of human communities. The concept of "massaging" of public consciousness is presented in the ideas of F. Nietzsche, H. Ortega-I-Gasset, O. Spengler. The concept of "mechanized" and "bureaucratic" society prone to alienation – in the ideas of M. Weber, G. Simmel, K. Mannheim.

Within the framework of the philosophical approach, the key works are related to the study of the role of mass communication and mass media in the formation of modern socio-political processes and methods of formation and existence of social systems. Here it is necessary to highlight the work of M. Castels (the concept of network society), P. Bourdieu (the concept of "social field"), Yu Habermas (the theory of the public sphere and the theory of communicative action), etc. Among the Russian studies in this area are interesting ideas of A. V. Nazarchuk (on the network logic of modern communications). The concepts of the network society for our study are very important, as they allow us to comprehend the ways of implementing communication technologies on the Internet.

This study is based on the ideas developed in the framework of political science about the features of manipulative processes and the specifics of the implementation of manipulation in the Russian regions, as the work is political and linguistic.

General scientific methods of research - method of induction, analysis and synthesis, comparative-historical and structural-functional methods are applied in the work. The use of these methods allowed to consider in a single key the essence and structure of the regional myth, its role in the interaction of the local elite and the masses, as well as to study the dynamics of the mythologization of consciousness at the regional level. The comparative-historical method allowed considering the process of transformation of the regional myth in the 2000s, to identify the factors causing its occurrence and specificity.

III. DISCUSSION

Since the middle of the XX century social and political processes reflect the increasing role of communicative aspects in the political sphere. Researchers are beginning to turn to the analysis of political communication as a strategic element in political processes.

Due to the fact that the problems of public relations closely in touch with the issues of social communication in General, an important role in the study of this phenomenon play scientific work in the field of communication: M. M. Bakhtin, P. Berger, M. Weber, N. Wiener, G. D. Lasswell, L. Lazarsfeld, G. Lebon, K. Levi-Strauss, Lotman, T. Lukman, N. Luhmann, M. McLuhan, Marcuse, G., G. G. Pocheptsov, F. de Saussure, P. A. Sorokin, G. Tarde, E. Toffler, Z. Freud, J. Habermas, K. Shannon, U. Eco, C. G. Jung, R. O. Jakobson, and many others.

The analysis of the structure of mass consciousness is contained in the works of domestic researchers: G. G. Diligensky, A. V. Zakharov, S. G. Kara-Murza, G. Yu. Chernov. The tendency of allocation of rational and irrational components of public consciousness is traced in social and psychological tradition – G. Lebon, Z. Freud, E. Fromm, K.-G. Jung, and also in works of E. Durkheim, L. Levi-Brul, K. Levi-Strauss, G. Markuse, S. Moskovichyov, V. Propp, E. Taylor, J. Fraziers. Attempts to reveal the influence of PR-communication

on mass consciousness were made in the publications of D. Bryant and S. Thompson, V. Krasnykh, A. A. Maksimova, E. Rice, A. N. Chumikova. Social processes are deeply comprehended by the representatives of the synergetic approach, which highlight the characteristics of social reality necessary for the analysis of modern PR-communication and development of further recommendations for optimal interaction of various structures and the public in the information society.

IV. RESULTS

Postmodern political discourse as a developing synergetic system is the result of the interaction of political and artistic texts in the framework of socio-political public discourse and various discourses in the semiosphere [5]. The public address of the President of Ukraine V. A. Zelensky to the President of Russia V. V. Putin on Facebook is an example of postmodern political discourse. This speech was called "Let's talk". Journalists compare this performance with the Comedy TV show "Quarter No. 95". Political analysts were surprised that the President of Ukraine did not consider it necessary to comply with the generally accepted Protocol of negotiations. This speech had a wide resonance all over the world and opened a new page in political science discourse. At the same time, it had purely manipulative aims with the aim of drawing the Boundaries between text and discourse in postmodern reality being mutually permeable, the relationship between them can be represented as an option - invariant.

The process of political myth-making combines conscious and unconscious elements. To unconscious elements of the process of creation myths include connection to existing in the subconscious archetypes [4]. The construction of the speech "Let's talk" appeals to the archetypal struggle of generations, the problem of older and younger generations, to the myth of Prometheus. The conscious elements of the myth-making process should include the purposeful activity of political actors to construct a myth, due to their pragmatic interests.

The role of the subject of myth-making can be any political actor, to invest in mythological subject with vision of political reality. In the context of the post-Soviet political process, the dominant role in political myth-making at the level of the subject of States belongs to the ruling elite from a particular region. This elite concentrates in the hands of the main volume of power resources and exercises control over the most important socio-political institutions, and therefore does not meet real competitors in the process of ideological support of the political process.

Revision of the results of the history, mixing of journalistic codes, the combination of different vocabulary, specific presentation of the material makes V. A. Zelensky's performance similar to the stand-up genre. We can say that we are dealing with a political stand-up.

Political mythology performs other tasks. Thus, it acts as a structural element of regional identity, allows to overcome the complex of provincialism, is a mechanism for giving a positive fame to the region, a means of cultural and political integration of the local population on the basis of a shared sense of "small homeland" and support for the local political course. Such is the confrontation between Kiev and Donbass, Moscow and Kazan, Beijing and Xinjiang, Nursultan and Actobe, etc. In addition, the regional myth, rooted in the mass consciousness of the regional community, enshrines in it the installation of political action, and in this regard serves as an ideological justification for the political decision-making process on the ground.

In addition, the myth is a means of implementing identity policy, carried out with the aim of manipulating the mass consciousness of the regional community by the ruling elite. In the political process of the constituent entities of the Russian Federation, this function is predominant.

The Central motive of political myth-making of the regional elite was the seizure or retention of power positions in the changing political circumstances. Thus, in particular, the regional elitist of Tatarstan, seeking to gain sole control over the internal political processes of the Republic and to exclude the intervention of the Federal authorities, began to design regional myth stories and their implementation in the minds of the local population.

The main myth stories constructed by the regional political elite reflected the desire of the political leadership of the Russian regions to take an equal part in the process of formation of the Federal structure of the country along with the Central authorities. The content of the regional myth, on the one hand, is due to the specifics of the regional political system, and in its own way is unique, peculiar only to this subject of the Federation. On the other hand, in the case it is possible to allocate a standard mythological plot inherent in the Russian regions, whose narrative one way or another is linked to the question of relations with the Federal center.

Immanent features of political mythology in the political postmodernism determine the possibility of its use in the provision of manipulative influence on the mass consciousness, among which we can list the recipient's faith in its truth, the impossibility of refutation by logical means, its functioning in accordance with the laws of political consciousness and others [2].

The delegitimization of the activities of political institutions in the eyes of the public, the emergence of acute conflicts as a result of the recipient's awareness of the fact of suggestive influence, depriving the victims of manipulation of political subjectivity and diminishing some of their civil rights are negative consequences of the use of political myth for manipulative purposes of the political elite.

Manipulation of public consciousness in journalistic publications about downed aircraft, withholding

information and hidden accusations against Russia form a negative image of Russia in the world public consciousness. Manipulative tactics themselves are based on the use of sustainable strategies of propaganda war [1].

V. CONCLUSION

The analysis of political myth has shown that in contrast to the classical myth, which was primarily a means of figurative cognition of reality, modern political myth plays a broader functional role in society. It acts as a means of suggestion, used for the purpose of disorientation of public consciousness. The modern myth is consciously constructed by political actors considering the objective laws of the functioning of public consciousness.

The consequences of using the manipulative potential of regional political mythology have a negative impact on the development of the local political process and the country. The study of this problem opens up opportunities for a deeper understanding of the regional process, as well as the process of formation and development of the state system of Russia.

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