

Artículo de investigación

Social and cultural interaction channels of local self-government bodies as the mechanism reducing the risk of social unrest

Каналы социокультурного взаимодействия органов местного самоуправления как механизм снижения риска социальных волнений

Canales de interacción social y cultural de los organismos locales de autogobierno como mecanismo para reducir el riesgo de disturbios sociales

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Abstract

The depressive nature of the modern world economic situation directly affects the population mood at any place of residence. At such a moment, the scholars are imposed with increased social responsibility for the construction, development and formulation of effective proposals that can be effectively adapted to the field of public space in the shortest time and with the maximum social effect. In this paper, we simulate possible socio-cultural channels of interaction between local governments and the population in order to reduce the risk of social tensions during a crucial period.

Key Words: Social tension, social risks, local governments, local population, culture, interaction, socio-cultural interaction.

Аннотация

Депрессивный характер современной мировой экономической ситуации напрямую влияет на настроение населения в любом месте проживания. В такой момент на ученых накладывается повышенная социальная ответственность за конструирование, разработку и формулирование эффективных предложений, которые могут быть эффективно адаптированы к сфере общественного пространства в кратчайшие сроки и с максимальным социальным эффектом. В этой статье мы моделируем возможные социокультурные каналы взаимодействия между местными органами власти и населением, чтобы снизить риск социальной напряженности в критический период.

Ключевые слова: Социальная напряженность, социальные риски, местные органы власти, местное население, культура, взаимодействие, социокультурное взаимодействие.

Resumen

La naturaleza depresiva de la situación económica mundial moderna afecta directamente el estado de ánimo de la población en cualquier lugar de residencia. En ese momento, los académicos se imponen con una mayor responsabilidad social para la construcción, desarrollo y formulación de propuestas efectivas que puedan adaptarse efectivamente al campo del espacio público en el menor tiempo y con el máximo efecto social. En este documento, simulamos posibles canales de interacción sociocultural entre los gobiernos locales y la población para reducir el riesgo de tensiones sociales durante un período crucial.

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Palabras clave: Tensión social, riesgos sociales, gobiernos locales, población local, cultura, interacción, interacción sociocultural.

Introduction

Rapid dynamic changes in the Russian space are conditioned by a whole, carefully pressed set of political and economic factors: the controversial situation in Ukraine, the imposition of economic sanctions by the countries of the European Union, America and Canada on our state, the ruble depreciation against foreign currency, and unemployment growth contribute to the development of new forms of government response to social tensions (Volynchuk & Solovchenkov, 2013;).

Population and Power Alliance

The formation of models of possible social scenarios during the transit period is assigned to local governments in respect of paramount positions. The entire heavy load of crisis situations is instantly projected onto the municipal authority. The Federal Law No. 131-FZ "On the General Principles of the Organization of Local Self-Government in the Russian Federation" (06.10.2003; ed. on 05/01/2019) does not directly impose responsibility on local governments to create conditions reducing the risk of social tensions, but local governments are removing the first social pain syndrome of residents from political and economic disasters.

The authorities of municipalities are interested most of all in prevention of possible social unrests.

Today, however, as before, local authorities and the population of municipalities are in the position of mutual use of each other resources. The quantitative composition of the inhabitants is particularly demanded during the elections. When the seats of the political Olympus gain their masters, the interest in the electorate is reduced noticeably, the feeling of care for the inhabitants reduces sharply. The population, in its turn, recalls the existence of power structures far from the most favorable moment, both for the governing bodies and for themselves, namely, when the political and economic situation is exacerbated, which is the derivative of social instability.

The distance between residents and authorities should be reduced (Podgayskaya, 2017). Counter requirements and expectations in relation to each other can be replaced with the awareness of

mutual responsibility for favorable living condition development in a particular municipality (Kuznetsova, 2018). Tokmasheva Yu.V. notes that one of the reserves for the development of population mobilization readiness and the establishment of a civil dialogue interaction mode are the systematic links with local communities and the emphasis of management efforts on the initiative of localized territory residents (Tokmasheva, 2015).

The model proposed by the authors for the prevention of likely social conflicts and their consequences, in the form of large-scale social tension emergence, concentrates on the position of a mutually supportive public-power alliance between the population of municipalities and local governments.

Effect of Synergy

Today, one of the effective ways of a company operation in business is the use of the synergy effect model in its activities (Ivanov, 2016). As Olyanich D.V. notes, the synergistic paradigm proceeds from the recognition of the fact that, the beneficial results obtained by the integrity of an organization in the process of development are responsible for the well-being of its parts and members.

The subjects that model the preferred environment of existence are bipolar parties - the residents of municipalities and the representatives of local governments. The perfect social effect is achieved by the opposite vector of the parties, focused on understanding of the necessary complementarity. Proceeding from the awareness of the target nature of the systems, the efficiency is as effective as possible if the actors are consistent. Emergence or a systemic effect is not only possible in the "population and power" aspect, they are necessary and always relevant. A system consisting of numerous microstructures that jointly pursue one goal, in our case, the reduction of social tensions in a municipality, fruitfully functions in an integration position, and not as isolated and disconnected elements. They are held together by complementary regulation of contrasts.

By the development of mutual consent and understanding field, it is necessary to update and fill the content of the relationships between local

residents and local governments, with a deep awareness of serene silence fragility, the violation of which will have a deadly effect on all participants in a socio-political conflict. The principle of imperativeness on the part of the authorities is better to replace by a well-thought out and synchronous interest of local governments and residents taken into account from both aspects during resolution of issues of social tension removal in a municipality.

The researchers Abdualy B.A., Beresneva A.V. note that the very concept of synergy as “interaction”, as well as the phenomenon of emergence, determine a special role in complex systems of relation organization. The organization of relations between components is the key factor of the system emergence, since these relations allow many of the qualitative characteristics of a set of components to develop into the qualitative properties of the system (Abdualy & Beresneva, 2017).

The synergy effect can work perfectly at the site of the relationship between local authorities and the population, if they decompose proportionally the responsibility for social tension reduction between local governments and the residents of municipalities.

The sociocultural potential of the population is enormous, and the range of possibilities is multidimensional and polysectoral. It can be developed through socially useful functions. The feeling of personal involvement in any socially approved action increases the level of belief in the individual's self-efficacy, which contributes to the further striving for the involvement of socially significant affairs.

The reformatting of people mentality, from the position "they owe us" traditionally dominating in the minds of fellow citizens since Soviet times, to the position "who, if not me" is possible and extremely demanded (Kamalov & Sufyanova, 2019). The drops of condensate, an eagerly demanding man, evaporate when he realizes his weighty and authoritative significance in the process of socially approved measures. He is pleased to use personal cognitive tools for the benefit of others.

According to Nyatina N.V. the initiatives of the local population can be both constructive and disorganizing. Unauthorized solidarity on the resolution of territorial issues can disrupt social order, lead to the level of social tension increase (Nyatina, 2018), so it is imperative to form the

model of population and local authority integrating construct in the minds of people.

The residents of municipalities represent a kind of social constellation, clearly manifested during the significant moments of history. The resource of their mind and intellect, labor energy is not effectively used in the field of social practices on a local scale. Understanding this fact and the amount of local population reserve, the authors of this study attempted to present their design model to reduce the number of risks of social tension.

Social and Cultural Vector of Municipal Policy

In our view, one of the ways of social tension reduction is the sociocultural vector of municipal politics, based on the initiatives of citizens that can be implemented in practice, in the form of local socially creative, cultural, and charitable labor alliance activities.

According to Belyakova Yu.L. “A sociocultural approach understands society as the unity of culture and sociality formed by human activity. Sociological theory examines the patterns of interaction between society, personality and culture, the structural functioning and the development of the latter in connection with the dynamics of the social structure and the development of social institutions in relation to specific historical situations and the sociocultural changes which occur in them” (Gubina, 2010).

As the researcher N.V. Gubina noted correctly “the task of the sociocultural approach is to identify the possibilities of the city culture, to create new social forms and mechanisms of its development” (Gubina, 2010).

Local creative alliances are the teams organized on the personal initiative of citizens living in nearby territories, multi-age creative teams that operate on a voluntary basis.

The charitable labor alliances, in the context of this work, are the teams organized on the personal initiative of citizens living in nearby territories, different age groups, which are based on gratuitous labor assistance to people who need it, as well as the organization of various kinds of one-time or permanent work on beautification of house adjoining territories.

The readers of this text reasonably have a few questions. What is the format of interactions of local governments with such alliances? Do such

social groups have legal force? Who will initiate such associations?

As was mentioned above, local authorities are not directly responsible for possible risks of social tensions, but the legislation, namely, the Chapter 14 of FZ-131 "On the general principles of local government organization in the Russian Federation" (Federal Law N 131-FZ, 2019), defines the issues of local importance, the execution which affect the level of social tension most seriously. Within the boundaries of the studied models of this work, the paragraphs 12, 13.1, 15, 30, 33 of the chapter 14 of the aforementioned law, can be combined directly with the activities of local alliances on legal grounds.

Of course, two types of civil alliances have no legal force, since they do not have any financial component, and are not accountable to anybody. They are created on the basis of personal aspirations and indifference to the social phenomena that are happening around. The initiators, respectively, are the residents themselves.

The forms of work of local creative alliances are implemented through the following cultural events:

1. Courtyard celebration holding. Such events can be dedicated to both official holidays, and to the purely settlement, yard events.

Similar holidays have already been tested partially in the social practices of Russian cities. "The Day of the Court" is especially popular among the population, which gradually becomes a tradition. In some cities, it is initiated by public organizations, charitable foundations and local authorities, but the organization of such holidays is within the power of the citizens.

2. Local sports events among various age groups of the population (Khanevskaya, 2016).

Forms of charitable labor alliance activities.

3. Collective assistance teams for lonely neighbors in need.
4. Collectives on beautification of house adjoining territories, and entrances.

Of course, all these groups can not have a fixed number of members, since each voluntarily, and

at any time, determines his membership in this community.

There will always be informal leaders in every yard who are able to unite others around themselves for their own comfortable, stable and safe living.

Local governments should be aware of the large-scale significance of informal leaders, and, encourage their activities in every way for their part, because such non-standard, and, of course, unofficial, but socially significant mission, the performance of "agent" functions on conflict situation risk regulation and reduction, is assigned to such activists in the local community.

Evaluation Indicators of Proposed Measure Application

Evaluation indicators of the abovementioned measure application reducing social tensions can have both qualitative and quantitative parameters.

The following indicators are referred to qualitative ones:

1. Minimization of social tension risks (Belyaeva, 2014).
2. Strengthening the need for good-hearted relations in the minds of people.
3. The reduction of population alienation threat from power.
4. The increase of the public confidence in relation to local governments (Shiryeva & Lenskaya, 2017).
5. The expansion of social and cultural borders of initiative citizens, whose activities mobilize the rest to socially significant actions according to the "domino principle".
6. The expansion of openness tools among local governments as an institution of public authority.
7. Increase of social responsibility level among citizens for their actions.
8. Awareness of personal participation importance by citizens concerning the improvement of territories.

Quantitative indicators are presented and distributed as follows:

1. The increase of favorable communication contacts between neighbors.
2. Multiplication of communicative space areas between residents and government. New forms of contacts will allow free circulation of information flows from local authorities to the population and vice versa.
3. Paradoxical as it may sound, but also the decrease of crime rate in populated areas. Often, criminals live in the same area where they commit criminal acts. The most common of them are stealing bags, hats, car theft optics, burglary. Naturally, the number of criminal cases increases during crisis situations, but then there is the likelihood of crime statistics reduction by promoting the philosophy of mono-family within the boundaries of one district, locality.
4. The increase of philanthropists among people living in the same house, district, city, village, without regard for utility, in the sense of profitability.
5. The increase of demand in the citizens of retirement age within the local public space.

Thus, there is the redirection from the doomed and depressed mood of their social unsuitability to the team usefulness. A man is strong when he does not feel superfluous. It has been noticed by doctors, even illnesses disappear when a person has a place of work, even if not supported by a financial component. Geriatric depression is leaving which is the source of personal dysfunction and stress.

Frolova E.V. noted correctly that it is the interaction of local authorities and the population that allows not only to determine the vector of modernization of the social infrastructure, the choice of priority strategic directions of this process, but also contributes to the development of social responsibility of citizens for the state and their territory development, making it a full participant in socio-economic transformations, including the management process during long periods of time (Frolova, 2013).

Of course, the proposed recommendations will not be able to transfer into real life, since there are many endemic factors and nuances in each particular locality that must be taken into account

to reduce social tension. But the above-mentioned structures can become a basal core for population, the models of population management preferred for a particular locality, for social imbalance risk factor reduction.

Conclusions

There will be skeptics who would argue that the proposed forms are impossible, because, firstly, such organizations do not have legal force and their activities are not provisioned by legislation, secondly, there is no material interest among citizens, thirdly, there is too high percentage of indifferent citizens among the population, fourthly, people are too absorbed in building up material wealth and they will have neither time nor desire for social activities. You can partially agree with opponents in advance, but the authors, expressed their ideas formulating the proposals not without reason.

They based their understanding on the firm conviction that a nation that had known much grief and misfortune did not harden under the pressure of the consumer mentality. And such qualities as mercy, compassion, strength of character, desire to help prevail in people's minds and can manifest themselves more strongly at the moment of understanding that with the expansion of the field of activity for these characteristics there is an opportunity, at least, to create safe living conditions in your area, city, preserve one's own life and the lives of others.

As D. Green notes, "If people consider meeting their own needs, gaining maximum benefits for themselves as the main goal in life, their dreams become shallow and a free society becomes fragile", and therefore socially unstable (Green, 2009).

Social ulcers can be cured, in the case of forces directed towards each other by the ruling elite and the population. Two separate aspects "power and population" must be transformed into one indivisible surface (Koroleva et al., 2017; Baranov et al., 2017).

It is possible to agree with the opinion by E. Malitskaya that the local community has power, uses it, and at the same time is the consumer of its activity results. The community is the key resource, and local government cannot be effective without the inclusion of citizens in decision-making processes. The role of the non-profit sector in this process is especially important: not focusing on the community as a resource in the economic (as business), socio-

demographic (as power) aspects, the “third sector” focuses on the community as the storehouse of human potentials that can change the territorial situation properly (necessary for this particular community) (Malitskaya, 2009; Krasova et al., 2018).

The power system will never limit the ability of citizens to develop constructive self-organization skills. On the contrary, it will expand the boundaries of social practices aimed at social tension reduction. The full functioning of social systems is possible with a powerful reliance on the constant feeling of unanimous awareness by citizens of their personal contribution to social peace.

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