

RUSSIA IN THE FOCUS OF THE EXISTENCE AND THE DUE

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Article History: Received on 24th September 2019, Revised on 29th October 2019, Published on 17th November 2019

Abstract

Purpose: In the center of work is the philosophy of history of Russia for the last hundred years of its existence through a prism real and due. Proceeding from a recognized thesis that it is natural to eat development of society - historical process authors focused the attention on modeling social development.

Methodology: Methods of our analysis of the Soviet and Post-Soviet society will be based on documents of a political character, and, first of all, on the attestations of eyewitnesses reflecting daily occurrence language as in it the life of the person and society affects more adequately.

Result: In the early nineties the last century the project of Post-Soviet Russia as a synonym of "the highway of a human civilization" began to be embodied. However, over time and it appeared under criticism fire as did not consider the identity of Russia. There was a requirement of the embodiment new due where the dialectics of the general, special and single is the leader.

Applications: This research can be used for the universities, teachers, and students.

Novelty/Originality: In this research, the model of Russia in the Focus of the Existence and the DUE is presented in a comprehensive and complete manner.

Keywords: *real, due, Soviet socialism, Post-Soviet Russia, daily occurrence language, Post-Soviet person, consumer society.*

INTRODUCTION

Distinction real and due is a "perpetual motion machine" of public transformations and the last century of the Russian history to that the brightest confirmation. So, the discontent with the autocratic imperial power turned back the first-ever socialist experience. In the XX century, the Soviet Union turned into one of two leading powers of the world and, nevertheless, did not become paradise on the earth, first of all, in the opinion of its own citizens. Against the background of enthusiasm, those to whom there was not to liking this system that is quite natural were the Soviet project always. Obvious and, especially hidden anti-sovietism, stands out through all history of the country to what confirmation and works of art, and practice of law enforcement, etc. Understanding of that "for whose account" happens implementation of the communistic project, constantly fed public discontent and disappointment in socialism.

METHODS

Methods of our analysis of the Soviet and Post-Soviet society will be based on documents of a political character, and, first of all, on the attestations of eyewitnesses reflecting daily occurrence language as in it the life of the person and society affects more adequately. Since October 1917 in Russia, the social project which affected the minds and hearts of most of the population of the country began to be implemented. Many, whose hopes densely intertwined with new state policy, were ready to give for it the lives. And, as-if, the movement of the state towards the people was the same all-embracing and frank. Constitutions 1924, repeated 1936, 1977 that all power in the USSR belongs to the people. For realization of the basic projective principle of "public authority" any Soviet person appears, first of all, "the sum of the public relations" and undertakes to enter into a huge set of the organizations, and, for maintenance only of the type of identity approved by the government "the Soviet person" it was necessary to belong not to one, but several similar communities. Let's notice that the new power arranged persecutions on those organizations which functioned at the former power. Were closed: free philosophical association (Volfila), Russian veterinary society, a society of fans of world science, the society of friends of the opera studio of Stanislavsky, All-Russian society of photographers, All-Russian union of poets, the association of automobile carriers, Moscow society of agriculture, almost all local history societies ... Such policy of the Soviet system will make the business and will allow And. Stalin in 1949 to tell: "... we managed to turn masses ... to a new, socialist way of development ..." (Stalin, 1949) Having endured the hardest tests the country really managed to become stronger on the way of communistic transformations. Literature, art, and cinema will respond to the main ideas of the Soviet power and will become cultural symbols of the glorified Soviet Union.

Meanwhile, the valid reality was behind external ostentatious bravado of the Soviet wellbeing. Feelings of injustice, impersonality, falseness, political and public split, by the way, always present at society, from an easy haze in September air turned into the dense fog of anti-Soviet revolts and mass riots. After 34 years after the creation of the USSR at the XX Congress of the CPSU N. Khrushchev made the report condemning a cult of personality of Stalin (Khrushchev, 1989). It turned out that the Soviet people were overtaken by that terrible evil against which he fought all this time. Deep-rooted was

an attitude towards the leader as to the tsar-father and enormous bifurcation of government institutions on the ruling elite and the simple people. Correction of mistakes was necessary (third) which would help the Soviet person to surpass itself again. It was followed by "Khrushchev's thaw", rehabilitation of political prisoners, economic reforms which, nevertheless, lasted only for a quarter of the century. By the end of the 70th by the beginning of the 80th years, the Soviet project claimed adjustments and M. Gorbachev again, in 1985 set for the state the task of creation of a new model of society - "socialism with a human face". It turned out that more than 60 years the country of councils moved not in that direction and so that it is necessary to resort to reforming of all political institutes, again to overcome the reasons interfering dynamic development of the economy. And, as a result, the crash of the Soviet Union in 1991 followed. Almost suddenly having become Post-Soviet, the person with the Soviet past appeared in the face of a new reality to which adoption it was practically not ready ([Haziyeva, 2014](#)).

It is lawful to claim that Post-Soviet Russia is the project of the most Soviet system. The multiple reforms which are carried out in the Soviet Union in the last decades did not help to save the state from a revolution of 1991. The Soviet people demanded the cardinal changes not capable to coexist peacefully with cash political, economic Soviet reality. It also paved the way to the emergence and implementation of the Post-Soviet project in updated Russia. Speaking about modern Russia, we often specify "Post-Soviet" Russia to emphasize some sequence of historical process and continuity of two cultures, two public, and political systems. Partly because, having once again rejected the past, the Russian person will appear in a cultural hole that in the modern world can mean loss of identity. The fact that socialization of overwhelming percent of indigenous people of modern Russia successfully proceeded during an era of socialism at other valuable reference points despite which all abstractness today they look more powerful, true whereas the most part of modern society is focused on consumption and overconsumption, momentary satisfaction of own requirements, on momentary pleasure can serve as one more weighty argument. It is quite easy to trace it, having addressed daily occurrence language. The Soviet period was full of the inspiring slogans: "For good reason of the Communist Party of the Soviet Union be ready to fight!", "The party is a mind, honor, and conscience of our era", "Labor unions - Krylja Sovetov!", "Let's catch up and we will overtake!", "Plans of the party - plans of the people", "It became better to live, to live it became more cheerful", "To the world - the world!", "Glory to the Soviet people!". Most often new words were required for the designation of things of use, a certain quantity of money or were afraid of what to call in society ("string-bag", "propaganda", "deficiency", "fragmentary"...) ([Khaziev, Khazieva, Klyushina, 2015](#)). Speaking to Marxist language, Soviet society enters a new step of fetishizing an object.

The former Soviet Union initially pestered on absolutely other not less bright phrases: "We need other Russia!", "Vote or you will lose", "Party, let's drive", "Russia for Russians!", "The fascism will not pass!", "Go outside - return yourself the city". Over time they will be added such as: "The worker - a decent salary!", or "At first salary, and then rent!"; and advertising: "Live not filtered life", "Sometimes you just want a few" Coca-Cola", "The big credits for great people", "The future begins", "The soccer is a family", "Beautiful hair is not everything that it is necessary for you for happiness, but it is possible, to begin with, them", "Without stars in advertising communication is cheaper", "Be special. Every second", "Unlike. Such, as you!", "We measure the 100-th fractions of a second which separate the winner from the participant". The successful foreshortening of research of Post-Soviet daily occurrence can be picked up if to take two concepts which are brightly characterizing contradictory Perestroika time as a basis: "scoop" and "new Russian". In the first contempt for the person for his commitment to the Soviet ideals is expressed. All the behavior, habits, the speech (volens nolens) it reproduces the Soviet model, the Soviet identity. Its danger can also consist of it: after the collapse of the USSR of the Soviet past hesitated and definitely did not want its return. The second the term - "new Russian" - means the birth of the person of an absolutely new culture. This generation is brought to life essentially by other purposes and tasks, personal and state. This stereotype meaning promptly grown rich unrighteous men quickly got negative coloring. The new Russian is often logically connected to processes of privatization of the property of the Soviet period which is once acquired by joint work. There will pass a little time, and in Post-Soviet a lexicon such concepts as "roof" "sharing", "dismantling", "gray salary", "under-the-counter cash", etc. will enter.

RESULTS AND DISCUSSION

Conflicts of 1988-1991 between republican and allied legislation, led so-called "parade of sovereignties" to the collapse of the USSR and laid the foundation of the new project of state policy on adoption of Declarations on sovereignty. In 1991 the problem seemed solved: secession of the USSR of all republics clashing with the current policy took place. However, migration policy escalated almost at once. Every year to the territory of the Russian Federation there arrive about half a million labor or compelled migrants. Thus, the project of the free, friendly adjoining republics in practice turned back the unshakably increasing number of the national, ethnic conflicts both in the territory of Russia and beyond its limits ([Khazieva, Khaziev, Klyushina, Stepanenko, & Stepanenko, 2017](#)). It is possible to call democracy one more part of projects of the late Soviet and modern stages of development of the Russian state. The first signs of publicity and democratization were shown on Soviet soil (the middle of the 80th of the 20th century). Democracy as the political regime meaning "the power of the people" cannot be carried out in an absolute form anywhere. Moreover, the procedures designed to approve democratic standards can as R. Mikhels noted, bring to the opposite result ([Mikhels, 1991](#)). The new form of modern political ideology, perhaps, many times stronger than previous, took the positions, captured us flattery about our importance and need and became the material force because as K. Marx wrote, seized masses ([Marx, 1970](#)). Now in its

arsenal the newest means of promotion. She is ready immediately to begin to act with forces of thousands of constantly renewed political figures.

The Russian President annually narrates about quite real purposes, tasks and the achieved results of the democratic form of government established in 1991 Post-Soviet Russia to us. In 2003 V. Putin will formulate valuable reference points of Russian society in the annual Message to Federal Assembly: "Russia has to be and will be the country with the developed civil society and steady democracy. In it, human rights, civil and political freedoms will be fully provided. Russia has to be and will be the country with a competitive market economy. By the country where the property rights are reliably protected, and economic freedoms allow people to work, earn honestly. To earn without fear and restrictions ... And people will be able not just to be proud of such a country. They will increase their wealth. Will remember and respect our great history" (Baudrillard, 1998). However, in the subsequent Messages to Federal Assembly he is forced to recognize the existence of "a vicious circle of officials" and "terrorism" of tax authorities in relation to business", reports about presence of "mistrust to separate institutes of the government", that "local governments continually shake also corruption scandals" (Antúnez, 2016).

CONCLUSIONS

It is no secret that not only the policy can be ideological. If to understand ideology more widely: as it is not simply "false consciousness" or illusory representation of the reality surrounding us and as reality. And such ideology (read, reality) will "work" in that case at observance of the basic rule: "ignorances". The ideology "works" until the people executing it the principles and laws do not mean about its existence (Matandare, 2018), the actions constantly reproducing its basic provisions. In this case, it is possible to claim that all modern culture is penetrated by ideological prerequisites as which are used art, books, movies, and fashion and, even, second-grade advertising. For a long time do not say to us: "Think, think itself", say to us: "Act", "Consume", "For you already all thought over": "Life is too short. I do not want to wait, I act. I learn I feel, I try, I risk, I love - I live!" The project of the release of the Soviet person from fetters of socialism and communism, from fetters of the extreme degree of impersonality and interchangeability, in reality, turned back freedom of boundless production and overconsumption. "Consumer society, - Ge. Baudrillard writes, is also the society of training in consumption, social training in consumption, i.e. a new and specific way of socialization ..." (Ali, Al-Nusair, Alani, Khan, & Al-Badi, 2017). The modern structure of the megalopolis, supermarkets, and even our houses is a heap of goods. The Post-Soviet person, without having managed (and without wishing) to avoid the next danger, plunged into life with a prefix fast (English fast - fast): fast food, fast man, fast as a modern form of communication of people and so forth. Together with real goods, it consumes the signs concluded in goods and also the process of consumption at first by anticipation, and then - is retrospective that testifies to a high degree of psychological tension of the process. Therefore, as before, the new project on correction of the made mistakes and elimination of again arising problems is demanded. Implementation of the project of the desirable future is always preceded by a difficult and contradictory process on its creation, debugging and multiple subsequent adjustments (Ardakani, Lashkarian, & Sadeghzadeh, 2015; Martínez-Alcalá, Ramírez-Salvador, Rosales-Lagarde, & Jiménez-Rodríguez, 2018).

The project of the Soviet society was not successfully realized as could not consider world politics and economy, assuming own isolation; did not manage to consider and distribute correctly funds on the achievement of the planned purposes - forces of the people; did not manage to exclude an abyss between the ruling party and the people. Almost a quarter of the century we participate in the implementation of the new project of Post-Soviet Russia designed to correct all past errors and to result in the Russian person in welfare. However constant revision of bases of this project as its basic principles and mechanisms on the Russian soil give absolutely other shoots, then, suppose, in the countries of Europe or even the former friendly republics is required again. And then the assumption of the uniqueness of the Russian way of development, of its not reducibility to examples of the West or East is again remembered. Not external or abstract values, the principles and mechanisms of their realization have to be the basis further, obviously, inevitable updating of the Post-Soviet project, and peculiar first of all to the Russian person that in due time our current project was not replaced with the next project on creation of bright future.

ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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