

SOCIAL DIPOLES

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ABSTRACT: THE IDENTIFICATION OF THE SOCIAL DIPOLES IS CONNECTED WITH THE CLARIFICATION OF THE SOCIAL PROCESSES. EACH SOCIAL DIPOLE SUGGESTS ALTERNATIVE CONCEPTS AND TERMS OF IMPORTANCE, SUCH AS CONTACT BETWEEN THEM. THE ARTICLE PRESENTS MODELS OF SOCIAL DIPOLES.

KEY WORDS: SOCIAL INTERACTIONS, SOCIAL DIPOLES, METHOD, CONTACT, ALTERNATIVE FACTORS, CONCEPTS, CATEGORIES, SOCIOLOGY

THE purpose of the article is to provide a method for the formation of a system related concepts and terms from the social sphere with a specific thematic focus considered as modules, called social dipoles.

LIKE respecting scientific results of generations of leading researchers of sociology and social sciences, we consider them as fundamentally forward-looking field research in this area.

THE identification of social dipoles is a prerequisite for macroshaping of social processes. Each social dipole involves alternative meaningfully concepts and terms, such as the contact between them.

THE ALTERNATIVES ARE PRESENTED AS CONCEPTS OR TERMS THAT ARE:

1. the relatively positive, external or collective in its importance;
2. relatively negative, internal or individual in its meaning.

THAT CLASSIFICATION IS THE RESULT OF THE RELATIONSHIP BETWEEN:

1. method, represented by the characteristics inherent to the collectivity as (positive) means of ensuring reliability in the functioning of the social system;
2. under- method, represented by the characteristics of individuality as unreliable (negative) means of ensuring reliability in the functioning of the social system;
3. external links to the system are an expression of its openness to the surrounding environment and are means of increasing its potential stability unlike internal links, which are a necessary condition for its identification.

CONTACTS/CONTACT areas between the alternatives/referred to in tables No 1,2,3,4 carry out the generated function of "white holes". They are the analogues of the well-known astrophysical objects. Their heuristic charge generate multiple scientific trends, theories, schools and concepts that take the functional area of sociology.

THE ANALYSIS WAS CONDUCTED IN TWO STAGES:

1. identification of alternative factors of key sociological concepts or terms, and contact between them are shown in the book of Prof. Kusev „Macro and microsociological theories“ based on over 100 modern scientific researches;
2. classification of key concepts and terms in thematic groups on the degree of concreteness in the tables 1,2,3,4,5. It is presented a small part of the tables due to limited opportunities for their publication.

THE field of research can be expanded beyond the rating specifying the criterion for the evaluation of alternative concepts and categories.

Table 1. Society

Page	The relatively positive or collective alternative	Contact between alternatives	Relatively negative or individual alternative	General concept	
44	Market society	Market society with government regulation	Centralized economy	Structural characteristics	Society
45	Liberal	Social- democratic	Conservative		
45	Information	Post-industrial	Prior to industrial		
300	Modern	Network	Post- modern		
47	Network	Civil	Command-hierarchical		

Table 2. Dynamics of social processes

Page	The relatively positive or collective alternative	Contact between alternatives	Relatively negative or individual alternative	General concept
274	Real adjustment /complicated by external factors/	Adjustment understood in the broad sense	Natural "primordial" adjustment /immediate adjustment/	Social adjustment
244	Obvious functions	Real evident features	Latent functions	Functions of the system
242	Functional	Real	Dysfunctional	A model of behavior

Table 3. Methodology

Page	The relatively positive or collective alternative	Contact between alternatives	Relatively negative or individual alternative	General concept
330	Generating	Method of discreet typology	Individualising	Method of learning

134	Out of paradigm sciences	Paradigm sciences	Prior to paradigm science	Science
237	Innovative	Intellectual	Routine	Scientific knowledge
237	Critical	Sceptical	Dogmatical	
238	Accessible	Achievable	Unaccessible	
238	Intellectuals	Industrial	Prior to industrial	

Table 4. Social personal

Page	The relatively positive or collective alternative	Contact between alternatives	Relatively negative or individual alternative	General concept
209	Collective essence	Contact Essence	Individual essence	Human essence
256	Sociological /Open in time and space/	Essential /according to the real environment/	Historical /closed in time and space/	Ideal type
109	Creative	Functional	Routine	Type person
381	Self- dependent vital strategy	Civil Culture	Insured Existence	Educated person
121	Technical-technology level	Social and professional skills	EducationalLevel	Cultural level of society

Table 5. Management

Page	The relatively positive or collective alternative	Contact between alternatives	Relatively negative or individual alternative	Total concept
383	Results	Responsibility	Good intentions	Management
368	Fordism	Hybrid /contact/ policies	„Toyotizm“	Management policies
370	Functionality in/of/system	Strategic direction	Dysfunctional in/on/system	Management solution

MAIN CONCLUSIONS:

1. Every term or concept, as well as their contact terms or concepts in general case are subject to the individual main control factors. Their areas of significance in the functional area are oriented in different directions – fig. 1.
2. Alternative terms or concepts, as well as their contact terms or concepts in general case do not correspond to the terms or concepts that belong to other general concepts- tables: 1,2,3,4,5.
3. From the first and second conclusions follow that the meanings of basic sociological terms and concepts belong to different levels of organization.
4. The summarized concept or term has a larger hierarchical range in terms of the concepts or terms that build it / for example concepts: "society" – table 1, "scientific knowledge"– table 3, "culture" – table 4./.
5. The increase in the number of terms and/or concepts that form the area of the meaning of the basic concept or term, increases the hierarchy range of his manifestation.

6. Multiple unidirectional oriented general concepts or terms of the same subject social area (presented in tables 1, 2, 3, 4, 5) form the social dipole - fig. 1.

7. In the process of development of concepts and terms change the polarity of their meaning and change the contact between them. As a result of that, their positions are changed in social dipole that amended its content. Consequently, the assessment of specific social dipole depends on the position of the observer.

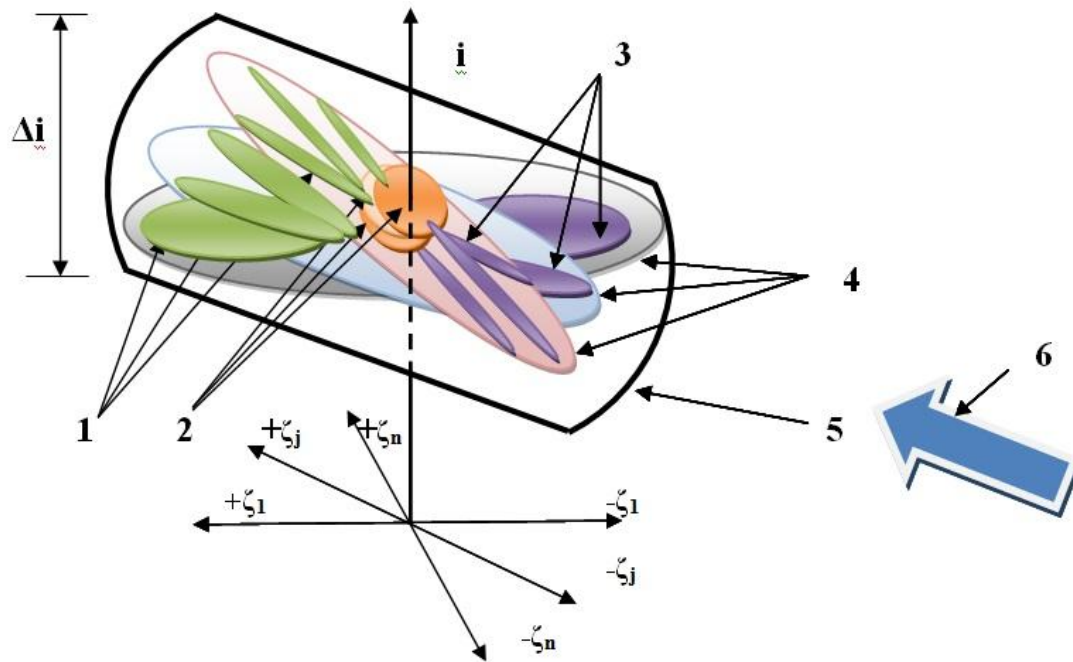


Fig.1. Schematic location diagram areas of relevance of concepts and terms from social Dipole:

1. The relatively positive or collective alternative formed by multiple terms or concepts.
 2. Contact areas between alternatives.
 3. Relatively negative or individual alternative, formed by multiple terms or concepts.
 4. General concept or term for this sweeping alternative terms or concepts and the contact between them.
 5. Social Dipole: multiple unidirectional oriented general concepts or terms.
 6. Effective directions of external disturbing effects which form the current orientation of social dipole in the functional space.
- i – level of organisation of the areas of concern.
 Δi – hierarchical range of the areas of importance to social dipole.
 $\zeta_1, \zeta_j, \zeta_n$ – scales of managing factors in functional space of the social dipole.

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