

REVERSIBILITY PROBLEM: THE ESSENCE BEING DESIGNED DESIGNS THE DESIGNER OF DIGITAL ECONOMY

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Abstract. Relevance, purposes, tasks. **Global collective "designer" of the Present**, including digital economy - constantly raises degree of artificiality of the habitat. Numerous subjects of various levels of sociocultural community interact not systemically in competitive, collaborative, network way. Business converts the extending front of science into complication of global community. The totality of innovations is uncontrollable, emergent, gains properties of **secondary naturalness**. The "Designer" accustoms to "digital jungle" which continuously becomes more and more complicated in the mode of the **catching-up understanding**. Human being tries to catch up, but can't overcome the lag in principle. The lack of stationarity of the environment bears impresses of historically developing activity of the "Designer". The last can be presented as a result of reconstruction of activity of his virtual opponent - the collective "Subject of History". He exists in his own "lagging behind" time and continuously participates in designing of the "Designer" of the Present by means of an ideological resource. The "shift" is defined by a time interval during which the results of activity of the "Designer" gain quality of secondary naturalness. The relic essence of "the Subject of History" wanders in the structure of sociocultural community from one level to another.

The work purpose - creation of explanatory model of the totality of processes afore-named. It intends for parrying of regressive influence of "the subject of history", in particular the **double bind** (G. Beytson's term) menacing to sustainable development. System approach and the concept of methodology of steady reproduction of cultural unit are used. The result of work is transition from the concept of the active environment to the concept of the wandering relic subjectivity.

Prospects of application: an instrumentalization of the sustainable (directed) development.

Keywords: wandering subjectivity, perceptual space, secondary naturalness, catching-up understanding, cultural unit, steady reproduction, explanatory model, the emergency, double bind.

"Le mort saisit le vif"
(*French proverb*)

INTRODUCTION. RELEVANCE, PURPOSES, TASKS

From the position of a subject of economic activity the new reality is described by such characteristics as unprecedented and constantly increasing instability of trends and aggression of the environment. Therefore development of adequate models allowing to identify mentioned phenomena and to build optimum or at least acceptable strategy seems to be relevant.

Culturologists announce approach of the era of a postmodern which does not accept "big narratives". But megaprojects of globalization, sustainable development, human rights, digital economy, etc. appear in the mainstream of public consciousness one by one. These megaprojects are attractive from the humanitarian point of view. However there are routine questions of the potential of feasibility of the relevant institutes, their possible stability, consistency, etc. There can be fears that they will appear to be simulacra or something, significantly surpassing expectations of the public.

Today the most important is the research of the phenomenon of digital economy as it is based on spontaneously and promptly developed processes of digitalization of daily occurrence.

In this work we will focus on one of the processes accompanying formation of digital economy – on the return influence of the cultural-civilization community being built on its collective architect (Designer). Some part of this influence can be realized and excluded by the mentioned subject of activity (Collective Architect), but there is a temporal blind zone inaccessible to understanding without application of special receptions which are discussed in the present article.

METHODS

First of all it is offered to use the method of pair categories. We shall use pair category natural-artificial. We shall consider (after O.S. Anisimov) that “Natural is a type of being (existence) of something out of an organizing framework of sociocultural and activity type” [1, p. 39]. “Artificial is the content of the ordering thought or the organization the use of which consists in being a source of the ordering statements (means of rationing)” [1, p. 56]. It is important that this pair gives a wide range of possibilities for the description and formation of natural-artificial and artificial-natural entities of the world around, both in a statics, and in dynamics of transformations of these entities on the conditional axis set by the mentioned categories. “Hayek, developing the evolutionary theory of morals, expands the use of category Natural on process of cultural evolution, emphasizing with that its spontaneity and independence of conscious intentions of certain individuals” [2, p. 239]. “Making artificial – process of transformation of “natural” (morphology or organization as morphology) by bringing attributes of “artificial” into it” [1, p. 99].

Global collective “Designer” of digital economy constantly raises degree of artificiality of the environment of his operating and dwelling. We use the term “Designer”, but not “Constructor” because the field of “his” activity includes not only

technical instruments, but also the sphere of human activity generated by application of these technical instruments. Individual and collective subjects of various levels of sociocultural community constitute this collective “Designer” not systemically. The radical feature of market relations is shown in in these circumstances. They make competitive, collaborative, network interactions in the course of prosecution of their private and group interests. Economists and representatives of other scientific disciplines study the proceeding processes carefully. The space of operational and strategic thinking of human being is limited owing to the physiological reasons, and the front of scientific research and technical development extends constantly. Businessmen convert the extending front of scientific results into the incalculable and escalating number of commercial projects and programs complicating global community – both in technical and social relation. In particular, we develop not only real economy, but also office economics, and in its continuation – digital economics and their various expansions, impact investing for example.

The totality of innovations is so numerous that it became emergent and uncontrollable. Daily exchange reports confirm it. Thus, the above described dynamically increased conglomerate of interactions “becomes natural”. Due to the mass updating of situations of the described type we offer, in addition to the dictionary [1], the term **secondary naturalness**.

The world becomes “natural” again. Human should master phenomena unfamiliar for him in many respects as something quite new in spite of the fact that these phenomena were created by him. They are artificial in fact. Human tries to introduce orderliness in it. The result of the process can be characterized as **secondary artificiality**.

One more method that we suggest to use is the concept of a virtual subject. It is widely applied in cybernetics of high orders and in quantum physics. This is conditional figure of the “Observer”.

Besides that we suggest to use methodologies of sustainable reproduction of a cultural unit. The term “cultural unit”

came from anthropology. The concept "cultural unit" designates any social integrity which has properties of a separate culture. "Steady sets of lines, categories, patterns and subjects which are reproduced from generation to generation in certain ratios, or in cultural configurations are characteristics of a cultural unit" [3, p. 83]. In due course of concretizing the term "social integrity", we will not distinguish it from "cultural-civilization community" [4]. We shall also note relationship of this concept with "a local civilization" in the interpretation of A.J. Toynbee. It means "the closed society which is characterized by means of two main criteria: religion and form of its organization; territorial sign, remoteness degree from that place where this society originally arose" [5].

The reader, of course, noticed that system approach is also widely used in this paper.

RESULTS

So, the collective subject - "Designer" - forms the Present, in particular, digital economy and is at the same time forced to accustom to continuously becoming complicated "digital jungle" in the mode of **catching-up understanding**. We are not focused on the autopoiesis content which is in relevant access of the collective subject as "hi" has no cognitive difficulties with it. We shall focus on the mode of work with the content of the mentioned temporal blind spot.

Deviations from stationarity of the environment bear the impress of historically developing activity of the "Designer". These deviations from stationarity can be presented as a result of reconstruction of the activity of his virtual opponent - collective "Subject of History". "He" exists in "his" own "lagging behind" time and continuously participates in designing of the "Designer of the Present" by means of the ideological resource converted according to requirements and opportunities into other available resources. "The delay shift" is defined by an average period of time during which transformation of results of "Designer" activity into again natural is realized.

During history the power as the basis for distribution of resources repeatedly passes from one social group to another. According to this process the relic, "shadow" essence of "the subject of history" wanders on levels of sociocultural community structure. Therefore we can define this essence as the **wandering subjectivity**.

Lack of stationarity of the emergent environment essentially differs from the processes proceeding in it from so called white noise. These processes contain a print of historically developing activity of the person as a configurator of these processes. The picture of non-stationary processes in the environment can be understood as the result of reconstruction of activity of a virtual collective subject - "the Designer of History". This subject "exists" in "his" own "shifted" time. The shift is defined by the temporary step during which the results of collective activity of human community formed by social and psychological factors becomes secondary natural. This virtual "Designer" "makes efforts on designing of the "Designer of the Present". As the activity of "the virtual Designer" during the different historical periods is defined by different levels of structure of sociocultural community, his subjectivity is wandering. The purpose of this work is creation of explanatory model of the listed processes. In the future this model will help us to develop the measures parrying actions of "the virtual Designer", in particular the double bind messages (term by Beytson [6]) menacing to sustainable development of sociocultural community.

DISCUSSION

So, in the process of forecasts creation we suggest to use the development of the Present along with the concept of the active environment the concept of the wandering relic subjectivity influencing "Designer of the Present", in particular, of "Designer" of digital economy. In the case of searching for analogy in the field of exchange trade, our thesis is similar to the offer to use the fundamental analysis along with technical analysis. Attempts to guess the future

changes of the active environment remind methods of the technical analysis of the exchange markets. Adoption of the concept of "Subject of History" allows us to forecast influences to which "Designer of the Present" will be exposed for more extended time periods.

The prospects of use of the received results lie in the area of instrumentalization of the concept of the sustainable development.

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