

UDC 316

**The need to create a corporate rural ideology
in contemporary Russian society**

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Abstract

Objective. The article aims to carry out a philosophical analysis of the necessity of creating a corporate rural ideology in contemporary Russian society. **Methodology.** The research methodology involves the application of such general methods of scientific cognition as analysis, synthesis and comparison, as well as philosophical analysis. **Results.** The formation of an ideology of agriculture should be based on rules, customs and behaviour patterns in the countryside. The uniqueness of the development of this sector in Russia clearly shows that our country does not fit into the general pattern of economic development. The development of world agriculture is connected with the increased knowledge-intensity of production. **Conclusion.** The revival of agriculture is impossible without a certain “image of the future” that can be built up on the basis of the experience of political success only by a corporate rural ideology. In order to change the opinion about the provincialism of rural population, a low quality of life in the countryside and a high level of the backwardness of rural areas, it is necessary to introduce a corporate rural ideology into the rural space of the Russian Federation. This ideology should

contain such elements as a promising future, high-quality agricultural products, a decent standard of living and a new image of rural people.

For citation

Shchennikov V.P., Ravochkin N.N. (2016) Neobkhodimost' sozdaniya korporativnoi sel'skoi ideologii v sovremennom rossiiskom obshchestve [The need to create a corporate rural ideology in contemporary Russian society]. *Kontekst i refleksiya: filosofiya o mire i cheloveke* [Context and Reflection: Philosophy of the World and Human Being], 5 (6B), pp. 308-316.

Keywords

Ideology, corporate ideology, rural ideology, public consciousness, prospects, worldview, image of the future.

Introduction

There is no development of any of the sides of society (including economic ones) without an ideology that is a program of strategic management at the present level of social dynamics and dynamic development that has the potential to rally people around the problems of national development. It is ideology that gives answers to the subject of the formation of goals and tasks, values and priorities set by modernity. The success of this answer will be visually assessed by the conformity to the level of innovative and accelerating social development.

The emergence of ideology is due to the generalization of certain grounds, ideas and ideals. Ideology is also called upon (and is capable of) reflecting their values and ideological patterns, which are a fact of conceptualization of its elements, named above.

**Rationale for the need to create a corporate rural ideology
in modern Russian society**

Today there is a proliferation of ideological concepts in the already mentioned economic sphere of public life due to the complication of the system of mass communications and social networks. The ideology, increasing its role and realizing its functions, is an original and necessary management tool. For any branch of the national economy, ideology plays the same role as, perhaps, the meaning of life for a person.

According to Khadzharov, ideology is capable of performing an important social function [Khadzharov, 2016]. Without referring to this national ideology, it is worthwhile to pay attention to the

study of the problem of ideology, apologizing social and group interests that do not run counter to the interests of the national.

The construction of civil society in the Russian Federation presupposes, undoubtedly, ideological pluralism (Constitution of the Russian Federation), and the presence of not only political but also corporate ideologies [Kuznetsov, 2005].

Moreover, the authors' interest to the problem is due to the fact that the majority of leading Russian companies and corporations in various sectors of the economy have already officially declared the existence of a corporate ideology, understood mainly as a kind of basis of corporate culture [Kapitonova, 2012].

We certainly share the opinion of managers with regard to this positioning of ideology, but we propose to turn to ideology in its traditional understanding, namely, as a system of ideas that determine the attitude of individuals to reality and set future behavioral models for fixing or changing concrete social relations.

This article considers the ideology of not any single corporation, but the ideology of agriculture, which we understand as a branch ideology, uniting these "corporations" (enterprises).

The uniqueness of the Russian development of this industry is vividly (today it is especially evident in the current world order) demonstrates that our country does not fit general laws of economic development. The development of world agriculture takes place in the direction of strengthening the science intensity of production. The trajectory of the ups and downs experienced by the Soviet and then Russian agriculture in the twentieth century determines the only possible effective version of its development in the twenty-first century - an innovation one. Technologies (both technical and personnel), used today in agricultural organizations, are obsolete. Also the predominance of the extensive model of agricultural enterprises is worth noting.

The revival of agriculture is unthinkable without a given "image of the future", which only ideology is able to form, based on the experience of political successes. In practice, it is confirmed by the fact that an idea, correctly designed and approved by the majority, the basis of any ideology, can return a social actor who has exhausted the potential of his subsequent development to the activity by believing in a certain model of the future. In addition, it is important that this image should be as clear to the people engaged in the industry as possible. Indeed, it is the figurativeness of the language of ideologies, the expression and clarity of the ideology (as constituent parts of ideology) that grant them a certain sacredness, and any sacral is taken by apologists and followers under protection, helps to act in an incomprehensible and uncertain situation (so familiar to today's Russia).

The development of the industry seems impossible without the approval of its activities by a wide section of the population. After all, they determine the value of the content of the activity itself, and mainly the attitude to the result of this activity - agricultural production, which, as it is known, is preferred by imports. In modern conditions, such a solution to the food problem (due to the complicated position of the ruble to foreign currency) is capable of making the problem from the decision at the level of national security of Russian society.

Rural ideology is able to take the function of innovation management, which will also be accompanied by the development of an integrated system for making effective management decisions in order to obtain new competitive advantages at the level of products and industries in general [Zinina, Shaporova, 2016].

It is quite logical that here it is more than necessary to underline the idea of purposeful use of funds purely for the purpose of socio-economic development of the infrastructure of agricultural enterprises, which is impossible, in our opinion, without a clear formulation of the principles of agrarian policy. Here, as in some of our previous works, it will be appropriate to refer to the same advanced (foreign) technologies of the organization with their adaptation to the Russian mentality and realities, since we need an ideology that is not alien to domestic traditions.

The essence of rural ideology can be reduced to a vision of the role of this industry in a given society. Unfortunately, at this stage we can not claim the position of the world agricultural leader (for objective and subjective reasons). To ensure the country's food security should be the goal.

Being directed not only to global and national goals, the potential of ideology is able to contribute to the satisfaction of private interests, in particular, raising the standard of living of the rural population. Thus, R.T. Ismagilov in his work notes the following parameters, which we consider the results of the implementation of ideology in the industry:

- 1) life expectancy of the adult population, level of migration;
- 2) satisfaction of the population with individual living conditions, which can include prosperity, housing, food, work, social satisfaction with the state of affairs in the state (justice of power, access to education and health, safety, ecological well-being). An objective indicator of extreme dissatisfaction is the suicide rate [Ismagilov, 2016].

This classification does not cover all possible effects, because, among other things, there are no such important indicators as people's bad habits, crime rate and a number of other parameters. However, a more detailed study of the possible effect in a number of villages can increase the spiritual level of their development.

Conclusion

Thus, the creation and implementation of rural ideology in practice will overcome the stereotyped perception of rural life as a model of poverty. The opinion that the village is remembered "in the last place" in conjunction with the "provinciality" of the population, as well as the low level of quality of life and the high level of "backwardness from the rest of the country" is subject to adjustment in the opposite direction. To do this, it is sufficient to introduce a (corporate) ideology into the rural space of the Russian Federation, having not only theoretical positions, but also such elements as a promising future, high quality of agricultural products, a decent life and a new image of a rural man.

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Необходимость создания корпоративной сельской идеологии в современном российском обществе

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Аннотация

Цель. Целью работы является философский анализ необходимости создания корпоративной сельской идеологии по отношению к современному российскому обществу.

Методология. Методология работы включает в себя применение методов философского анализа, а также общих методов научного познания – анализа, синтеза и сопоставления.

Результаты. Формирование идеологии сельского хозяйства должно опираться на правила, нравы, особенности поведения и устои ее субъектов. Уникальность российского развития этой отрасли наглядно (сегодня это проявляется особенно ярко в условиях нынешнего миропорядка) демонстрирует то, что наша страна не вписывается в общие закономерности хозяйственного развития. Развитие мирового сельского хозяйства происходит в русле усиления наукоемкости производства. Траектория подъемов и падений, переживаемых советским, а затем и российским сельским хозяйством в XX веке, определяет единственно возможный эффективный вариант его развития в XXI веке – (необходимо) инновационный.

Заключение. Возрождение сельского хозяйства немыслимо без заданного «образа будущего», который способна сформировать, опираясь на опыт политических успехов, исключительно идеология. Мнение о том, что о селе вспоминают «в последнюю очередь» в связи с «провинциальностью» населения, а также о низком уровне качества жизни и высоком уровне «отсталости от всей остальной страны» подлежит корректировке в противоположную сторону. Для этого в сельское пространство Российской Федерации достаточно внедрить (корпоративную) идеологию, несущую не только в теоретических положениях, но и на деле такие элементы, как перспективное будущее, высокое качество сельскохозяйственной продукции, достойная жизнь и новый образ сельского человека.

Для цитирования в научных исследованиях

Щенников В.П., Равочкин Н.Н. Необходимость создания корпоративной сельской идеологии в современном российском обществе // Контекст и рефлексия: философия о мире и человеке. 2016. Том 5. № 6B. С. 308-316.

Ключевые слова

Идеология, корпоративная идеология, сельская идеология, общественное сознание, перспективы, мировоззрение, образ будущего.

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