

Mental, Legal, and Linguistic Management Features in Information Society

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Abstract: This research aims to analyze the mutual influence of such phenomena as mentality, language, law, and society management in the situation of fast-developing information technologies. All social spheres are interdependent. Hence, changes in one of them inevitably entail changes in others. The authors express disquiet concern about contemporary processes of language digitalization and mindset blurring in the context of

choice of legal and management models. The authors conclude that the influence of technological novelties should remain within the framework of law and that society management should be based on mental, linguistic, and legal paradigms historically formed in a particular society. Leveling mental mechanisms, impoverishment and borrowing of linguistic mechanisms, and strengthening the role of law in regulating cultural and management environments are the important features of information society management. Furthermore, legal regulation of management issues makes it possible to alleviate management errors across the board and protect people from the deleterious influence of negative consequences of the information epoch.

Keywords: mindset, legal mentality, information society, information manipulations, language digitalization

JEL codes: O15, O38, Z13, K23

In the context of today's realities, we face a contradiction between an explosive exponential growth of information technologies and a slow human evolutionary change. Discordancy of change rates leads either to mass frustration or the neo-Luddite protest. On the other hand, acting through the globalist elite, radical digitizers seek to change human identity as soon as possible and substitute people's subjectivity with the alleged subjectivity of artificial intelligence. This only dramatizes the contradiction and makes it a dead-end.

The authors suppose that it is vital to differentiate between the concept of management and the concept of government. In English, we also find the difference between the following notions: management, government, control, reign, and rule. Management is purely the process of the ruling, the system of procedures and technologies. Government is associated with narratives, manipulation of them, and their objectification. Management can be devoid of ideology components. However, the government is saturated with ideology and is based on it.

The identity of people, namely the mindset, is multilayered. These layers should be viewed diachronically and synchronically. In the first case, we have historical beddings determined by special historical aspects of a certain nation, changes in lifestyle, production methods, traditions, customs, morals, landscape, and climate. Synchronical layers are determined by the social structure of society and the mindsets of different social groups, elites, and lower classes.

Methodology

Mental, linguistic, and legal paradigms should be viewed in the context of civilizational concepts, which make it possible to define the specific character of any phenomenon, including management as a whole.

Today's society genesis defines the contradiction between the progressive development of information technologies and the evolutionary-historical development of a human. Exposure to virtual reality leads to the exclusion of human nature. In the 1970s, the American social scientist D. Bell dreamed of building a society of informational freedom where knowledge would replace commodity relations (Bell, 1973, p. 7). However, we observe the

reverse historical processes at the beginning of the 21st century – the formation of a dependent network society and the influence on national mindset.

The mindset is the mode of life and thoughts of people. It is historically formed and sufficiently stable and resistant. Scientists conclude that it is necessary to point up the management mindset (Murunova, 2008, pp. 26-29). The mentality is inseparably connected with language. Thus, in our opinion, it is worse to analyze mindset, language, and law holistically in the context of management issues. The management of today's society is complicated, gaining new features owing to modern mental, legal, and linguistic tendencies.

The mentality of an ethnos, nation, or people is the concept that reflects a complex spiritual and information phenomenon, where basic features and characteristics of a hyper personality of a certain nation are fixed. This includes not only rational layers, thinking schemes, and cognition models but also those that are at the level of subconsciousness and irrationality, as well as the layers that do not practically yield to verification and decoding, such as "people's spirit," "people's soul," "predecessors' memory," and other constructs of the kind (Murunova, 2019, pp. 26-29). For instance, F. Tutchev relocated the answer to the question of Russia's soul to the field of transcendent and faith, not reason.

The process of mentality formation is influenced by many factors, beginning with natural climatic, economic, technological, organizational, and managerial and ending with religious, ethical, ideological, political, and juridical. The significance of these factors and the construction of axiological pyramids arising on their basis is historically changing. A mosaic of their interweaving at different stages (war and peace, social cataclysms, natural disasters, pandemics, etc.) will be different. At certain historical changes, the character and structure of the family, particularities of upbringing and education, types of intergeneration links, mechanisms of life experience succession, aesthetic and ethical preferences, and dominating types of personality can exert influence on the people's mentality even more powerful than, for example, the character of the property, mode of production, and state structure. Thus, the people's mentality is not constant, emerged once and for all.

Hence, mentality is not a passive object, which can be changed as a result of impulses, coming from the external environment. It actively acts upon dynamics and direction of the social and historical process, transformation of social institutes, and acceptance or rejection of values, norms, patterns, and behavioral stereotypes that emerged in the fold of alien cultures and civilizations.

Western society is notable for such features as practicality, shrewdness, adventurism, a sense of superiority over other peoples, and the desire to control them. In Protestantism, success in business is the indicator of the accuracy of a chosen life path. Eastern Orthodoxy teaches to treat the leading role initially as the responsibility before God. It teaches us not to denounce the leadership that contributes to reducing conflicts in the sphere of management. The power in Russia has always been perceived as a distinctive mission of responsibility for fellow citizens and not as a privilege and award. The work has been perceived as one of the most important aspects of personality in the system of moral coordinates, not as a way of personal enrichment.

The most characteristic feature of the Russian spiritual system is the non-admittance of material and time perception in politics, economics, culture, and everyday life. It causes maximalism, bringing it to the extreme. Russians are people of extremes and radical maximalism; they are prone to binary thinking and estimates. Such character traits of Russians as the inability to go middle way, the lack of a sense of proportion, and the pursuit of absolute on the whole may also be stressed. Management principles can be divided into two types – western (individualism and career prevail) and eastern (collectivism and communalism prevail). In practice, management is extrinsic for Russian people due to the non-admittance of material life and irrationality.

If we consider the growth prospects of modern management models in detail, we can find the presence of negative and positive tendencies in the context of the influence of law, linguistics, and mindset specifics on a multifaceted management process. The information society has the form of a complex phenomenon. It is a product of a certain management policy. Unfortunately, contemporary global management policy has several negative features.

Results

The so-called “information age” began at the period when computers and gadgets with the Internet access turned up the most claimed goods. Since then, there has been an intensification of language digitalization (Buryak, 2021, pp. 26-29). At that period, great changes have taken place in human life. There has been a tendency for retreating to the virtual and alternate reality, through which it is possible to realize the effective social control (Girolami, 2019, pp. 26-29). New living conditions and the mode of life of a person-user are being created.

The situation is extremely exacerbated by controlled distorted perceptions of reality, which is going on in view of a rapid complexity of information realm, where it is impossible to separate real facts from “fakes.” For example, publications increasing aggression of people have been willfully posted on the Internet in Facebook content feeds. It could not be overlooked and later explained by an important scientific social experiment (with ten thousand users as test subjects). The tendency to a total information manipulation by implantation of mosaic thinking and ideologemes on social media as levers of human control, realized by global communities, leads to a degradation of personal intelligence, which is already vulnerable to huge information growth and complexity.

On the other hand, there is a personal emotional withdrawal into the process of information sourcing and realization. Feelings, formed in the mind, are stronger; they form more permanent neural connection structures upon contact with real media such as books and films. Video and clips form mosaic thinking, when short thoughts and emotions become a habit. It inevitably leads to a transition from mosaic to click thinking. In the early 20th century, it was easy to learn a folk-song rhyme from eight lines. Many remember a refrain of a song “Beryozka,” because we have heard it many times. Nowadays, a song rhyme is taken only in 2–3 lines. Therefore, a personal structure is simplified – it is growing harder to concentrate; there is a huge lack of will. It is challenging to produce the correct strategy under the conditions of system degradation. For this reason, actions are reduced to reactions

to the effects. A person's adaptation to external conditions inevitably takes place. The post-modern pluralism currently becomes the base of the model of thinking of a person. Thinking loses the chain of causal relationships. Classical logic laws are disrupted.

New forms of consumption are accompanied by a process of mind simplification when the number of stable neural connections decreases. It is called a personal endarkenment and social degradation. In mass gathering, the general intelligence of a crowd is determined by the lowest individual. The more people have primitive thinking, the easier it is to control the crowd. Moreover, a physically passive way of world cognition in the information society leads to a lack of energy. Thinking processes require energy. In turn, the declining number of neural connections leads to the transit from the possession of knowledge, an object of consumption and status to getting new emotions. Emotions start compensating for the lack of energy. An emotional rocking of the psyche results in the neurotization of the population. In some cases, it requires medical intervention.

Since 2018, American science has been planning to give up on the introduction of artificial intelligence and replace it with new technologies using human and machine capabilities. Considering the success of IBM in creating a new quantum processor and implantable cloud-based technologies, artificial intelligence is to become a reality relatively soon. It is currently possible to force back an impact of a quantum controller on a quantum system using a measure of quantum controllability, which has already been invented (Los Alamos National Laboratory, project 20180702PRD1). Based on this measure, there is a Control Protocol for 5-qubit chip IBM ibmqx410. We are getting closer to the moment of creation of artificial intelligence of a new type, capable of regulatory-optimization control. Simultaneously, an examination and introduction of the augmented reality system is well underway.

As the introduction of computing devices in the management and non-production sphere continues to grow, the flow of computer terms (e.g., a store cell, a display, a computing machine, a register, a terminal server, a program, an algorithm, programming, machine programming, etc.) into a common language is rapidly increasing. Based on the status of computer development and use, it is possible to characterize a nation's economy in a whole and a management sphere in particular. The development of automation and robotization causes the introduction of computer terms in all production spheres (Nikolaeva, 2021). This means that the solution of terminological problems in Enterprise Content Management (ECM) has a positive impact on the development of all sectors that exploit ECM.

The development of electronic communication equipment resulted in the appearance of e-governance, e-business, and e-commerce. E-commerce is often synonymic to e-business. However, in the minds of most specialists, this narrow term signifies only a component part of business. There is also a term e-supply, inseparably related to back- and front-offices of logistics, using e-tenders and e-auctions as instruments. They subsist in the context of the following systems: B2B (Business-to-Business), B2C (Business-to-Consumer), and B2G (Business-to-Government). New kinds of systems such as G2B (Government-to-Business),

G2C (Government-to-Citizen), G2G (Government-to-Government), and A2C (Administration-to-Consumer) are also developed. These terms are extensively used in management systems.

Therefore, new terms come into the sphere of management. Wide penetration of terms into the common lexis of national languages is also well known. For example, approximately 50%–80% of terms in Russian and English dictionaries are new words and meanings (Leichik, 1983, p. 118). That is why it is impossible to understand the regularity of national language development without a thorough study of terminological vocabulary (Kuzkin, 1962, p. 136). Calquing deeply restrains an automatization of research works understanding and an automatization of knowledge extraction from natural language texts.

Nowadays, there is a trend to replace Russian words with foreign ones among managers of any rank. It raises serious concerns because it hampers a realization of widely demanded analysis of scientific and technical speech. There is a paradoxical situation when the left hand does not know what the right hand does; the coherence of efforts executed together disappears. For linguists responsible for the organization of reliable human-machine communication, it is still a mystery why the word “imaginative” is now formally replaced by the word “creative” and “creativity” derived from it. The main reasons for assimilation processes in Russian are the absence of the national language protection service or insufficient work of such service. A semantization of terminostructure research is one of the means that can possibly help in the struggle against excessive calquing.

Such research areas as automatic processing of natural texts, a multilanguage information search, language education, creation of program languages with large descriptive capabilities, standardization of specific terminology, creation of controlled languages of human-machine communication, artificial intelligence etc. need to optimally constructed terms. The problem of the formation of such terms is yet to be resolved.

The state of computer development and use indicates the level of economic growth of the whole country. The development of production automation and robotization causes the introduction of computer terms in all production branches. Hence, it appears that the solution to technological problems in the sphere of ECM can positively influence ECM realization in Russia.

A management sphere can be examined as a sign system to some extent. The sign, invented by a human and assigned to a certain thing, has rather a secondary than a dominant place. In other words, it is important to see relativity in a sign. It is an auxiliary system of names invented and conceived by people for a fully given purpose – to serve as a means of communication between people.

Words are determined by their meanings; senses are generated by modality. Foreign modality, transferred to another ground, often reproduces sense ugly mutants.

It is accepted to distinguish synthetic and analytic languages. In line with this approach, Russian refers to a group of synthetic languages, and English refers to a group of analytic languages. We would like to make adjustments to this classification. Like textiles, languages

differ in their construction and texture. Textiles can be organic and synthetic, after all. On this point of view, Russian refers to organic, and English refers to synthetic. The texture of the last is denser; lexical items are more multivalent. For this reason, combinatory analysis on the level of phrases is performed easier; composites (compounds) that appeared and radicated only in recent decades are innumerable. This applies to youth slang, as well as social-political and scientific-technical lexis. Here are just a few examples: Brexit (Britain + exit), botox (botulism + toxin), edutainment (education + entertainment), sheeple (sheep + people), flexitarian (flexible + vegetarian), pixel (picture + element), chillax (chill out + relax), pleather (plastic + leather), emoticon (emotion + icon), etc. Such compositions, amalgams, are nontypical for the Russian language. However, this does not downgrade its expressive capabilities.

Nevertheless, numerous adoptions unrecognizably harmed and corrupted the outer structure of the Russian language and its vocabulary. However, a spiritual national basis of the Russian language remained untouchable for foreign assimilation, regardless of any new dissonant onomatopoeic absurdities and vernaculars.

Conclusion

ESG factors are specified by the quality of ESG management and the quality of corporation groups, social-demographical status of employees, their mindset, skill, and self-control levels, work motivation and initiative, as well as by a value system, communication skills, character of the decisions, relationships intra-company and with partners, etc.

The paradox is that the management system formed in the industrial society cannot adapt itself to the information society. Almost 30 years have passed, and we observe a disadaptation of management systems in all countries. These systems lose control levers, the information field becomes eroded, system awareness is degraded, and hierarchical systems cannot switch to network management. Common management structures worldwide demonstrate a complete set of ever-accumulating management errors. Management systems cannot adapt themselves to technologies of consciousness formation. They could not have done it over a generation and thus have performed their inability to exist in new circumstances. For that reason, they will be destroyed through simplification.

Therefore, in the era of information society, we can observe a connection and mutual interaction of mindset, language, and technical progress. It leaves stamp on management and behavior models. We see many shortcomings that stipulate the degree of management effectiveness. Moreover, there are moral questions that affect future paradigms of the development of human culture. In this situation, it is worthwhile to form closer interaction between states concerning legal regulation of issues of cultural, language, and mindset preservation at the international and domestic levels. This logic is being actively implemented in the Russian Federation. The Constitution of the Russian Federation is amended for the preservation of mental and culture foundations (Russian Federation, 2020); decrees (Presidential Executive Office, 2020) on the preservation of mental values (Presidential Executive Office, 2022) and laws on the protection of national language (Russian Federation, 2023) are passed.

Legal regulation of management issues helps avoid management errors across the board and protects people from the deleterious influence of negative consequences of the information epoch. It is necessary to adopt stringent international standards to regulate questions of the introduction of artificial intelligence in the management sphere. The advisory nature of contemporary international legislation no longer corresponds to current realities. There is a need to establish a clear program and a very strict system of sanctions for relevant crimes. The internal legislation should regulate and protect management issues in detail, including management issues in the cultural sphere.

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