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*A.I. Loiko***NEW FORMAT OF DIALOGUE PLATFORMS BASED ON TRANSLATERAL THINKING**

The article describes the dynamics of the evolution of political thinking in international relations from binary oppositions to lateral thinking. This evolution is motivated by the new social reality of regional ecosystems that form the basis of globalization processes. Marlene Laruelle and Kazushige Kobayashi initiated an intellectual discussion on the specifics and prospects of transforming the thinking of political and economic elites at the beginning of the 21st century. The article shows that a new platform for the dialogue of non-like-minded people can play a constructive role in the implementation of the glocalization of ecosystems with the possibility of preserving the historically functioning international division of labor. In such a situation, relations between politics and economics are being transformed. The commercial priorities of transactions and the development of transnational digital platforms integrated into the space of the national regulator come to the fore. Groups of economic trans-regional interests can become the fundamental basis for the annihilation of the conflicting intentions of binary political thinking.

*Keywords:* translateralism, politics, economics, glocalization, ecosystem, dialogue, binary thinking, Kobayashi, Laruelle.

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**Introduction**

At the beginning of the 21st century, the binary thinking model again dominates in international political discourse. The United States and the European Union hope in this way to achieve the goal of leadership through the practices of the Cold War. The carriers of international economic discourse do not agree with the peculiarities of the evolution of international political discourse, since the rejection of transnational globalization is fraught with additional financial costs. But the transformation of globalization has already taken place in the form of glocalization. This means that the fourth industrial revolution motivated transnational corporations to create their own innovative platforms for new industrialization in the form of ecosystems. But technological localization does not abolish the international division of labor in the fields of energy, production of goods. Therefore, trans-regional projects remain relevant. In this context, international economic groups are looking for new modifications of political discourse, different from binary thinking. Such searches have already yielded certain results that require theoretical understanding.

**Theoretical foundations**

In political sciences, there has been a tendency to go beyond the boundaries of ideology and identity in order to preserve the priorities of international stability through the analysis of the peculiarities of binary political thinking. One of such works was the article by M. Larwell from the USA [1]. The article examines the phenomenon of binary political thinking of continental Europeans. The author is inclined to believe that this model of thinking is not constructive for the evolution of the European region. Developing this analytical trend, European researchers have proposed an alternative to binary thinking called the trans lateral world order [2]. This order is based on lateral thinking, which makes decisions based not on stereotypes of political solidarity, a common system of regional values, identity, but on the objective situation of a dialogue of non-like-minded people [3]. In practice, this interpretation of the dialogue paves the way for the creation of effective coalitions of participants who have different values. This approach to dialogue has transformed the concept of the Internet.

The Internet began to be modified into a system of national and corporate digital platforms [4]. The reason for the economic order was the transition of multinational corporations to the business model of a digital platform. This model has optimized logistics, reduced transaction costs, and created a consistent custom-

er base across a wide range of consumer expectations and services. Quarantine measures have motivated companies and banks to accelerate the creation of their own corporate digital platforms. The peculiarities of remote forms of labor, the development of freelancing influenced.

There is a trend towards transformation of digital platforms into technology ecosystems. Used in biology and ecology, the term has become part of economic discourse.

The ecosystem has come to be seen as a specific methodology for building business models based on a systems approach and the potential of the smart industry. The communication functions of high technologies began to be taken into account, the elements of which were technical devices integrated with digital platforms. The smartphone has become the central technical device, as well as many technical devices that have become devices. The convergence of local systems of technology and technology is provided by the Internet of Things. Companies began to create their own local ecosystems based on a digital platform connected with applications. The term "innovation ecosystem" was in demand, since it updated the mechanisms of constructive dialogue between developers and potential investors through digital platforms.

The technogenic ecosystem is located in the local space of the biosphere. It has not only biological and climatic dynamic diversity, but also technical and economic, formed by natural resources, the potential of human capital. The new sociality of network communication has become an element of the ecosystem. Since the contradictions of the industrial society have passed into this network communication, it is important for the ecosystem to maintain the parameters of dynamic balance, self-organization, and self-sufficiency in security issues, since globalization in the regional sense means the claim of one of the local ecosystems to dominate its ambitions through the mechanism of "democratization" of other technogenic ecosystems.

At the national level, the architecture of local digital platforms with significant regulatory rights began to form. Initially, this trend was viewed as an encroachment on freedoms and rights, but when information resources of terrorists, hacker attacks, fraud and cyberbullying were identified in national digital systems, the attitude of society to the strengthening of the role of the regulator in the national information space changed.

National information platforms began to include a regulatory component of the regulator. Since transnational corporations are represented in the national information space, they are forced to adapt to the regulatory requirements of the regulator, otherwise they can expect consequences in the form of deprivation of the right to be present on the national integrated digital platform.

Transnational corporations cannot build their presence in the space of the national digital platform based on binary thinking. The economic priorities of commercial activity presuppose a dialogue not of like-minded people, but of partners proceeding from the priorities of information self-sufficiency and cybersecurity, and the collaboration of corporate interests of companies. Epidemiological factors have also become the subject of study on digital platforms. Their influence on the processes of formation of a new sociality with a characteristic way of life is investigated. As a result, the concept of identity was transformed [5].

## Method

The research is based on the systemic method in the modifications of the ecosystem and the region. In the 90s of the twentieth century, representatives of economic discourse began to use the concept of "ecosystem". The ecosystem has come to be seen as a specific methodology for building business models based on a systems approach and the potential of the smart industry. The communication functions of high technologies began to be taken into account, the elements of which were technical devices integrated with digital platforms. The smartphone has become the central technical device, as well as many technical devices that have become devices. The convergence of local systems of technology and technology is provided by the Internet of Things. Large companies have begun to create their own local ecosystems based on a digital platform coupled with applications. The term "innovation ecosystem" was in demand, since it updated the mechanisms of constructive dialogue between developers and potential investors through digital platforms.

The term "region" denotes local spaces within national states, as well as geographical spaces with common features of history, religion, politics for a number of states, for example, the "Middle East region" of Greater Eurasia. This term also denotes the formed historically cultural landscape of civilization platforms. In Northern Eurasia, such a platform was formed by the Great Russian ethnos through complementary practices of involving many ethnic groups of different linguistic communities into the common cultural space.

## Results

The civilizational platforms of traditional societies have historically given way to the civilizational platforms of technogenic societies. There is an interaction between these regional platforms due to the international division of labor, as well as a competitive environment.

The regional technogenic ecosystem is located in the local space of the biosphere. It has not only biological and climatic dynamic diversity, but also technical and economic, formed by natural resources, the potential of human capital. For a regional ecosystem, the criteria of dynamic balance, self-organization, and self-sufficiency in security issues are important, since globalization in the regional sense means the claim of one of the local ecosystems to dominate its ambitions through the mechanism of westernization of other technogenic ecosystems.

The values of the regional ecosystem, the core of which is the United States, extended to other regional ecosystems, which were constituted by the second half of the twentieth century. One of the first reorganizations was the European regional ecosystem, weakened by internal contradictions. As a result, it has become a US satellite in global politics. The US confidence in the correctness of its world role in the processes of globalization increased after the collapse of the USSR. But this is a subjective opinion, since by the beginning of the 21st century the architecture of the regional ecosystems of globalization was formed. There is no single center in this architecture.

At the national level, regional ecosystems have political (military-political guarantors of the region's security) and economic leaders (donors) who ensure a dynamic balance of the dynamic diversity of states.

Regional ecosystems are located in the global space of the international division of labor. This means that they are connected by transnational logistics. The role of the interregional division of labor in Greater Eurasia is especially clearly visible, where, despite the military-political demarcation of the European Union, the Russian Federation and the PRC have common energy and commodity logistics. The United States had to admit this feature when considering the question of completing the construction of the Nord Stream 2 gas pipeline.

In this context, it is important to proceed from the new conditions of globalization. These conditions are not synonymous with the Cold War and binary thinking in politics. They are based on the mental characteristics of the internal political evolution of the democratic ecosystems of the West and the East. In this context, state policy in the global dimension is under the pressure of internal political contradictions characteristic of individual states. These internal impulses of aggression are transformed into the image of an external enemy. But these impulses come under the influence of arguments of the military-political balance of nuclear technology and technological innovation in the field of modern weapons.

Regional ecosystems are not replacing globalization. They become part of this universal phenomenon. Ethicists are interested in issues related to the topic of the dialogue and the feedback characteristic of it. Online communities hope that the space of dialogue they provide will guarantee confidentiality. We are talking about the displayed personal information, photographs, the content of the discussed news. But on social networks, the practices of actions inherent in military operations have been formed. This gave rise to talk about network wars. Social networks make available the impact on the individual consciousness of the youth audience, which is influenced by various subcultures and countercultures of the technocratic type. The sacrifice of the global space of the world wide web is often the spiritual and moral identity of the national culture, on which the value structures of patriotism are based. It is important for the professional ethics of software engineering to provide firewalls for the security of organizations' networks. This approach is based on the assumption that the internal space of the corporate network can be trusted.

But in an environment where organizations are outsourcing. They transfer part of the processes to other executors. As a result, the firewall model does not work. The corporate network space of organizations has also been transformed under the influence of remote forms of labor into an open system with significant risks. Technological platforms for the coordination of electronic services are being created. Mobile devices and microchips are integrated into these technological platforms on a converged basis, constantly communicating with each other and with the basic structures of the organization. Risks are posed by an organization's cloud infrastructures as they permit the practice of renting personal computers on an hourly basis.

The dominant trend has become the deperimetrization of corporate activities and the related problem of information security and customer confidentiality. The technological features of the development of software systems have created a phenomenon of blurred responsibility in a situation where the overall functionality of the system is determined by services that are combined into larger applications that perform the func-

tions of the end user. The network organization and technological structure remain without a subject of responsibility. It is difficult to determine who is responsible for the unreliability of the final results. In such a situation, the ethics of individual responsibility loses its normative function. This priority has been replaced by the multi-agent paradigm for the development of artificial intelligence. It presupposes the transition of ethical themes into the space of the hybrid reality of man-machine systems.

The fourth industrial revolution is focusing on hybrid technology resources. Robotics play an important role in them. The potential of the creative industry, which accumulates creative professions in the field of art, the game market, design, architecture, and social work, is actively discussed. Companies began to specialize in engineering, high-tech industries that make their automation and robotization profitable. Cooperation of high-tech companies has emerged through digital platforms. Its status is based on the paradigm of holonic organizations. Analysts from Germany were the first to develop a business model for the smart industry within the framework of one of the high-tech projects. In 2011, at the international fair in Hannover, they updated the concept "Industry 4.0". In their opinion, the convergence of cyber-physical technological systems will create the basis for the modernization and optimization of production.

The participation of smart things in their own design, production and repair is laid. Institutions and infrastructure of augmented reality and protocols for its communication with devices are being intensively created. The Industrial Internet means integration in the network space based on a single platform. The condition for this unification is the compatibility of platforms and languages in which corporate structures communicate. The basic building block of the industrial Internet is the smart enterprise. An enterprise can become such if it meets the criteria of interoperability, information transparency, technical support, and the ability of cyber-physical systems to make decisions on their own. A methodology for managing industrial enterprises has been developed.

A toolkit for business management in the new conditions has been created, which includes management methods by goals, a sales performance management system, continuous equipment maintenance, production resource planning, product lifecycle management. Business intelligence and data centers are used.

It is important for a manager to deal with computer programs that have integrated functions of self-control and self-development on the basis of semantic resources provided to them by a person. Intelligent systems assume functioning in a feedback mode based on constant contact with information and decision-making algorithms that form a spectrum of sustainable activities of technical infrastructure and communications. The network has highlighted a category of individual cloud micro-services focused on solving specific computing problems. There is a trend towards an increase in the number of network nodes and types of devices through which the engineer interacts with information (computers, laptops, phones, tablets, devices).

The ethics of software engineering is in a trend of co-evolution with technological transformation processes of converged technologies. As a result, ethical topics remain relevant, since corporate structures face a number of issues in their professional activities. The epidemiological situation has accelerated the transformation of corporate structures. Forms of remote work began to play an important role, and questions arose regarding the topic of vague responsibility. The tendency of growth of labor market mobility is revealed. It is due to an increase in the share of fixed-term employment contracts (contracts). This is one of the mechanisms for institutionalizing a flexible labor system [6]. The able-bodied population, under the influence of flexible employment practices, has formed a class of people (precariat) associated with seasonal work, freelancing, and Uber technologies. The characteristics of this class appeared as a certain set of unsettled people, which are characterized by dissatisfaction, anomie, anxiety, alienation, irritability. They are used by the shadow economy (drug traffic, slave trade, terrorism, migration traffic), political technologists in the field of color revolutions.

The information services market has become a significant revenue-generating sector of the digital economy. It remains attractive to digital generations, which is reflected in the rankings of specialties in higher and secondary specialized educational institutions [7].

## Discussion

From the point of view of the classification of regional ecosystems, they can be divided according to the criterion of territorial-state self-organization into monocentric and polycentric. The United States and China adhere to the position of a monocentric approach, when decisions are made by the main economic and political players. The European Union belongs to polycentric regional ecosystems. But polyphony does not give this ecosystem an advantage in solving global problems.

The post-Soviet Eurasian region is in a situation of evolution, largely preserving the Leninist model of the right of nations to self-determination, despite the fact that the former Soviet republics are well aware of the military-political and economic weight of the Russian Federation. In this original polycentric model of the ecosystem, an intangible dominant in the value system is preserved. It focuses on the common historical memory of the events of the Great Patriotic War and the Great Victory of the Soviet people. The Soviet period of history prepared the basis for this system of values in the form of a huge number of memorials to soldiers and partisans, civilians.

Historical memory unites generations in matters of humanism. It is the infrastructure of the value system of historical memory that is being destroyed on the territory of the new members of the European Union from Eastern Europe. In this way, the demarcation of its continental part is carried out in Europe. But this demarcation can lead to a return to the situation of the 1930s-1940s, when the fascist ideology took advantage of the loyalty of European states and realized the scenario of a clash of civilizations. Globalization does not want the regional component of the conflict consciousness of continental Europeans, which was transformed in the thirties and forties of the twentieth century by the efforts of Nazi Germany in the Second World War and which nationalist organizations of some European states are trying to revive at the beginning of the twenty-first century.

## Conclusions

The theory can determine the scenarios for the transformation of the world order, provided that the participants in the international dialogue switch to the methodology of translateralism. We can assume that there are first signs of the process of transition to this methodology. And according to this dynamic, political scientists will have a constant subject of research. At the same time, one should not underestimate the conservatism of political thinking, given the fact that the political interests of states are represented by large-age individuals, in whose formation the Cold War era participated. Therefore, there is a tendency for the convergence of conflicting technologies with a smart society.

The term "smart" is used in management to denote a well-thought-out tactics for achieving a goal based on its concreteness, measurability, assignability and control of performers, realism, temporality (time criterion). In this sense, "smart" means rationalism brought to perfection in making and implementing decisions. In light of such criteria, this rationalism meets the criterion of smart decision. Realizing the potential of such rationalism makes the economy and public administration more efficient. Since the bearer of this rationalism is not only man, but also artificial intelligence, a hybrid environment of modern society and economy is formed in the form of man-machine systems.

Ideally, a smart society is an ecological socio-economic system based on knowledge resources and communication technologies [8]. The professional level of using information and communication technologies is a key condition for the inclusion of individuals in a smart society. If they meet this criterion, they are smart citizens.

In terms of the characteristics of the processes of activity, a smart society is a "smart" work based on "smart" infrastructure and communications and "smart" citizens. Together they make up the space of smart culture.

In terms of the characteristics of creative processes, a smart society is a self-governing, motivated, flexible, technological society. At the level of strategic forecasting, the term "smart society" is concretized by the applied term "smart country". Within the boundaries of this term, the peculiarities of national states and their evolutionary models of the information society at the stage of a smart society are localized.

The status of a smart citizen is acquired as a result of the socialization of an individual. In modern society, socialization ends with the receipt of secondary specialized or higher education and is characterized by the beginning of professional activity, the acquisition of an independent social status through the institutions of marriage and family, career [9].

For personal ambitions to be realized, an individual must learn himself and create new knowledge, develop innovations (commercial developments), create employment itself and provide jobs for other individuals. Knowledge of computer technology is important, as well as the skills to create new business models.

The smart citizen cultivates collaborative social life practices focused on joint improvement of the ecological environment of the city, home, and his own family. It supports the smart city strategy, as its consequences are the improvement of the city's utilities and energy services and the transport complex.

A smart citizen lives in the legal field of social networks, which minimize the risks of spreading to him the activities of the shadow economy (drug trafficking, slave trade, terrorism) of technologies for manipulating individual consciousness in the form of extortion, blackmail, threats, deception.

Any "smart" society has a culture and an anti-culture. Culture symbolizes a constructive collaborative environment of national unity in the form of national interests. In the structure of these interests, there are different interpretations of them, since in one social space there are many people of different generations, religions, network communities. In collaborative planning, urban conflict is not a problem or threat to the social order, since its participants are in the legal field. If they go beyond the legal framework, then they are subject to a legal sanction that prevents their evolution into anti-culture.

Since the Twitter application turned out to be in demand in the space of anti-culture, the name "Twitter-revolution" came from it. In 2009, this term was updated by a native of Belarus E. Morozov during the analysis of the events of 2009 in Moldova [10]. This definition includes events in Iran (2009), Tunisia (2010–2011), Egypt (2011), Ukraine (2013–2014), Hong Kong (2014), Belarus (2020). Flash mobs have become the organizational tactics of the Twitter revolutions.

Campaigns called "flash mob" are held on different topics and are not limited to politics. But those that are carried out in the field of politics are different from smart mobs. The fundamental difference is that flash mobs are not self-organizing actions. These actions have a pre-developed script and a director whose residence is outside not only the location of the action, but also the state within which the action is being held.

A number of terms such as "Antifa" have acquired a new meaning in the context of network transformations. The Antifa movement arose in Germany in the first half of the twentieth century, and was associated with the task of combating fascist ideology. In the 21st century, left-wing radical network communities, including anarchist organizations, have grouped under this name. For them, it is not political ideology that is important, but the fight against the state as a systemic formation. The mood of protest is attractive to certain age groups of the population, especially adolescents.

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*А.И. Лойко***НОВЫЙ ФОРМАТ ПЛАТФОРМ ДИАЛОГА НА ОСНОВЕ ТРАНСЛАТЕРАЛЬНОГО МЫШЛЕНИЯ**

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В статье описана динамика эволюции политического мышления в вопросах международных отношений от бинарных оппозиций к латеральному мышлению. Эта эволюция мотивирована новой социальной реальностью региональных экосистем, формирующих основу процессов глобализации. Инициаторами интеллектуальной дискуссии по особенностям и перспективам трансформации мышления политических и экономических элит в начале XXI столетия стали Марлен Ларуэль и Кадзусигэ Кобаяси. В статье показано, что новая платформа диалога не-единомышленников может сыграть конструктивную роль в реализации глобализации экосистем с возможностью сохранения исторически функционирующего международного разделения труда. В подобной ситуации трансформируются отношения политики и экономики. На первый план выходят коммерческие приоритеты сделок и развития транснациональных цифровых платформ, интегрированных в пространство национального регулятора. Группы экономических трансрегиональных интересов могут стать фундаментальной основой аннигиляции конфликтных интенций бинарного политического мышления.

*Ключевые слова:* транслатерализм, политика, экономика, глокализация, экосистема, диалог, бинарное мышление, Кобаяси, Ларуэль.

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