

## CONCEPTUAL AUTHORITY AND ITS RESOURCES OF SOCIAL MANAGEMENT

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Conceptual authority is an authority of people and ideas capable to generate social processes including the life of society during a number of generations continued in accordance of developing concept.

Conceptual authority is realized through priorities of generalized resources of social management. Among the main resources are:

World outlook priority is a world view, methodology of cognition. The aims of development and basics of management are forming on this level in a considerable long-term period. Factual priority is an applied factology of all the branches of knowledge: ideology, technology (including social and political components), and religious doctrines. The authority is able to manipulate behavior of people first of all by the two ways:

- Urging of people for some actions with a help of enforced values and aims;
- Preventing and blocking of unwanted social movements, protests, and actions appearance.

Economical priority is an active using of international credit-financial system, state and world financial resources and schemes. International credit-financial system is a main resource of economical priority. Genetic priority is a destroying of gene pool, weakening and damaging of future generations. It includes such facilities as alcohol, tobacco, drugs, genetic engineering. Force priority is a focused using of all the legal and illegal force structures, such as army, police, militia, armed formations, terrorist groups, etc. Making conclusions about social and political situation in Ukraine it should be noted that mass communications demonstrated its possibility to provide a pressing on a public consciousness in a rather wide way. Though mass communications because of its original essence and organizational and functional nature are unable to (and don't have to) play a leading role in formation of public consciousness. Formation of public consciousness and world outlook should be based on scientifically grounded truth and implemented by optimal methods. Specify a place and a role of "crowd" and "elite" in a system of state management in conditions of transformational processes it should be noted the next statement. When a man located and functioned in general stream looking for similar it is hard for him to fix the differences going on gradually at the same time with all. He can see only the near surrounding area both literary and figuratively. Single external or subjective internal factors with a complex of measures developed and introduced in the life are the obstacles for getting of more completed information about a surrounding area. For example, "informational aggression" should be aimed on creation of closed informational space around a concrete person or the whole social group. Each person and nation in total has a certain power. From the other point of view not each person and social group wants or can use its power. There are persons fond of power and people who delegate its power with a hope that these delegates will represent public interests.