

Deconstruction of a figure of the leader in the cluster world

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Abstract The modern world and people's consciousness in this world are changing rapidly. Therefore, the former status of the leader as a phenomenon of the "mediator" of the main lines of force of culture is transformed. The main trend of postmodernity can be defined as a global clustering of reality. It consists in the predominance of the virtual medial environment and the lack of "classical reality". The leader's figure in this situation must also be deconstructed. The world built by clustering processes is a world of uniform formation and existence, where the logic of the digital binary code space dominates, where goals and meanings are also unified, where the symbolic national world is constantly destructed, with subsequent unifying conversion. In this situation, the status and figure of the leader also undergoes transformation when the leader more and more performs the functions of unification. Personal and psychological impact is reduced, while the "psychology of the masses", advertising and mass media increase in its influence. The leader of modernity is essentially the "instrument" of mass.

This paper focuses on the issue of the deconstruction of a figure of the leader in the modern, over-complex, cluster world. The paper contemplates on the role of the leader as well as the tasks and accomplishments the leader should undertake.

1 Introduction

One of the founders of the modern concept of leadership was the German philosopher Hegel (1993). He argued that the world-historic personalities are those who are directs to the Universal, i.e. those individuals whose will coincides (and therefore enforces) with the level of unfolding of the "Absolute Spirit". With a certain adjustment, this statement can be applied to the leader in modern culture. A leader is not only one who, through his individuality and decisions, makes the choice of the direction of motion of a collective or a people. A leader must act in harmony with the basic cultural, social, and technological norms that prevail in the modern world.

Status of a cultural phenomenon - and that undoubtedly is the status of the leader - is defined, proceeding from a sociocultural situation, its main dispositive, valuable scales, the purposes and expectations of that group which "accumulates" around the leader's figure. The leader is always the leader in a certain cultural paradigm which sets the main contours and functions, in many respects predetermining style and the horizon of opportunities of action of the one who is nominated for the status of "leader", "head", "master of thoughts", "the successful businessman, etc."

In addition, the modern status of the leader, respectively, a configuration of his opportunity, it is possible to define through structural and hermeneutical (as business concerns the subjects of interpretation infected with symbolism cultural a society level) and dynamic-comparative (since in dynamics of change it is necessary to look for a source of the modern status) analyses.

Moreover, the figure of the leader and his sociocultural sense clears up only as a part uniform symbolical and structural dynamically developing whole, the constitution (destruction deconstruction, a clustering, a digitalization, etc.) of reality appearing under the influence of all main "power" lines of the present, its basic models.

2 An exclusive leader

Since that moment when public division of labour in total with public cooperation of different types of human activity made a problem of leadership of one of the most ancient and at the same time an urgent problem which solution constantly changes both according to contents and in a form. In the conditions of the public processes of the end of the 20th century characteristic of world, European and Russian life, the increasing value is gained by questions of scientific management of society and its various components (including cluster educations), so - questions of leadership become also significant and urgent.

Among different types of leadership special position is held organizational and political leadership as these types are more noticeable and significant both in public structures, and in national scale. And it is valid, any political leader: the president, the prime minister, the head of social movements, parties, various organizations who - is most recognized always attracts general interest. However together with falling of interest of masses in huge political associations their attention to persons of specific leaders grows. As John Maxwell in the book "Bring Up in Yourself the Leader" advises: *"almost in each business both take-off and falling depend on leadership. Most people dream to find exceptions, instead of that to want to become exclusive!"* (Maxwell 2018).

There is a question: as far as the leader, can be exclusive and what his role in society? It is necessary to understand that leadership in general, develops in group - in community - in a cluster from several components is emotional, business and information making. However, whether always these components belong to one subject or these are three representatives who are capable to ensure safe and competent functioning? On the content of leader activity in social groups nevertheless it is three types of leaders and the role is intended to each of them.

The leader having business qualities - the business leader, is capable to solve highly competent organizational problems for formal groups. The business authority - to be a leader as Maxwell writes "this ability to convince people to work for you even then when they are not obliged to do it" (Maxwell 2018). Business leadership is most strongly capable to influence the management.

Emotional leadership evolves in informal social groups from human sympathies - attractiveness of the leader as participant of interpersonal communication. As a rule, the emotional leader causes trust in people, radiates kindness, in stills confidence, defuses psychological tensions, creates the atmosphere of psychological comfort. In this case the leader can be an example for imitation, about it in the book "The big book of the Leader from the Monk who sold "FERRARI", Robin Sharma "You notices itself has to be such what you want to see subordinated. Do not expect that others will work more diligent, than you. You have to be a sample for copying. People do what they see. Seneca knew it and told: "I will operate the life and thoughts as though they in full view of the whole world" (Sharma 2014). Actually the "emotional" leader is a person whom each person in group can address for sympathy.

Absolutely differently the role of the "information" leader is presented: all ask questions because he is an erudite - everything knows, can explain and help to find the necessary information.

The leader combining all three components will be the best, but such universal leader meets seldom. Most often, however, the combination of two components meets: emotional and business, information and business. At the same time, It should be noted that leadership in the nature is situational, and it is, as a rule, allocated with both business, and emotional qualities. And often the similar leader is limited in the actions, so solving problems in one situation - he cannot be a leader in others.

The modern philosophy knows a set of classifications of leadership that allows to analyse this phenomenon in all its complexity. For example, Umansky (2001) classifies leaders in the played roles and depending on the prevailing functions. In classification by the played roles 6 types are allocated: 1) organizer (function of group integration); 2) initiator (promotion of the ideas and solution of new problems); 3) the generator of an emotional spirit (dominates in formation of mood of group); 4) standard (sample, ideal, "star"); 5) the master (the expert in some kind of activity); 6) the erudite (differs in extensive knowledge). Depending on the prevailing functions the following types of leaders are allocated:

1. Leading organizer. Its main difference is that he perceives needs of collective as own and actively works. This leader is optimistic and sure that the majority of problems is quite solvable. Follow it, knowing that he will not begin to offer a waste of time. Is able to convince, it is inclined to encourage and if it is necessary to express the disapproval, then does it, without touching others advantage, and as a result people try to work better. Such people appear on a look in any informal collective.

2. Leading creator. Attracts to itself first of all with ability to see new, to undertake the solution of problems which can seem insoluble and even dangerous. Does not order, and only invites to discussion. Can set the task so that it will interest and will attract people.
3. Leading fighter. Strong-willed, confident person in the forces. The first meets danger or uncertainty, without fluctuation enters fight. It is ready to defend what trusts in and is not inclined to concessions. However, such leader sometimes lacks time to consider all the actions and everything to provide. "Madness brave" - here its style.
4. Leading diplomat. If he used the abilities in the evil, then it would be quite possible to call him the master of an intrigue. It relies on excellent knowledge of a situation and its hidden details; it is aware of gossips and a gossip and therefore well knows whom and as it is possible to influence. Prefers confidential meetings in a circle of supporters. Allows to say openly that all know to distract attention from the not advertised plans. However, such grade diplomacy quite often only compensates inability to direct in more worthy ways.
5. Leading comforter. Reach for it because it is ready to support at a difficult moment. Respects people treats them kindly. It is polite, precautionary, capable to empathy.

It is important to understand that the leader exists not in itself, but in a social context. Moreover, often note that surrounding society turns the person into the leader or influences that type of leadership which becomes for it natural. Thanks to broad development of television, radio, press in national leaders there is an opportunity, passing ruling elite, to address directly the people. But also, the same mass media give the chance being in power effectively to manipulate public consciousness. Development of information and computer system puts forward a problem about a role and the place of the leader in uniform communication network.

Vitality in itself creates world model in which it becomes more real than what was called reality earlier. A consequence of it, according to Zhizhek (2011), turns out the fact that things stop being real too and pass into the sphere of virtual. "In the modern market we find a set of the products deprived of the malignant properties: coffee without caffeine, cream without fat, non-alcoholic beer... And the list can be continued: as about virtual sex as sex without sex, the doctrine of war without loss (from our party, of course) Colin Powell as wars without war, modern redefinition of policy as art of the qualified management as policy without policy, up to tolerant liberal multiculturalism as the experience of Another deprived of "drugost" (Gopnik 2011). Things change, the public relations and foundations change. Actually, the most part of the European culture appears in a situation of continuous change and transformation. Together with it the image and functions of the leader, his role society change.

In modern culture identification of people with born (or created) leadership skills and their attraction on the leading posts quite can recognize as the thesis that are born leaders, and from recognition of a possibility of their purposeful formation. In the first case it is about detection of leadership skills and their uses in the organizational purposes, in the second - about attraction (or enticement) on the enterprise (in the organization, in community) already prepared and proved leaders. The most certain way of detection of leader abilities - testing, and in certain cases studying of the biography and seniority. For example, the researcher of leadership Kovi (2008) developed a scale of criteria by which it is possible to determine suitability to leadership. Among eight criteria It should be noted the most significant it is continuous self-improvement, orientation to service to others, radiation of positive energy, goodwill and evasion from perception of negative energy and the conflicts, self-criticism, tolerance, recognition of merits of others and their equal right for self-expression, faith in others and so on (see Kovi 2008).

3 Deconstruction of a figure of the leader

One more question deserves special attention - it is interaction of the leader and organization/society during the most various periods of development of this society. As on the one hand, during such periods of historical development to leaders it is allowed to prove, the abilities, abilities, knowledge, qualities. On the other hand, during a social and political crisis interest in leadership does not disappear, on the contrary, in "times of troubles" appears many people, persons interested to self-actualize in policy, in economy, sociocultural processes. In the 20th century, in the history of the European states, in a wound of degree and in Russia, change of leaders was very dynamic - it was different types of leadership, however especially It should be noted charismatic character of the leader. And Ulyanov (V.I. Lenin, 1870 - 1924) was that for Russia. According to Payps (2005) who described Lenin in the book "Russian Revolution", was very unattractive person, but at the same time he radiated such internal force that people quickly forgot about the first impression. In it (Lenin) everything connected - will power, relentless discipline, energy, asceticism, a deep-seated faith in business, in a word it is possible to tell that it had "high charisma" (Payps 2005).

Depending on an influence orientation (it is rather - by result of leadership for the organization) leadership can be considered as constructive - destructive and neutral. First (functional) promotes

implementation of the purposes of the organization. Second (dysfunctional) is formed on the basis of the aspirations causing damage to the organization (leadership in the group of thieves and bribe takers created on production). The third does not influence directly efficiency of production activity (leadership among the amateur gardeners working in one organization). In real life of border between these types of leadership are mobile, especially between constructive and neutral leadership.

Here, it is worth paying attention to Hegel's reflections that world-wide and historical persons - not a zone of a celebration of identity, originality and a personal arbitrariness, and only "obedient" participants of world-wide and historical process for whom contains General: "Historical people, world-wide and historical persons are for what contains such general" (Hegel 1993). Though actually the concept "general" belittle the importance of a figure of the leader, but at the same time contains quite valuable rational observation. The leader, according to Hegel is "condensation" of the general power lines of the social world, i.e. leaders are those persons whose will coincides and will be coordinated with the general dispositive of a sociocultural situation (Hegel 1993). For this reason, the world-wide and historical personality who most often is associated with a zone of vanguard and extremely independent identity is comprehended by it as the medial sphere which in the functioning (beingness it will be coordinated) with the level of expansion of absolute spirit. Respectively, for this reason the leader is the most optimum conductor medium of the most progressive imperatives and movements of development.

The happening changes become so obvious that can be described also out of the reflexive analysis, for example, they can be already analysed in newspapers. We will give the text of the political analyst and journalist Gopnik (Gopnik 2011) as an example. In this text the author analyses rather ordinary plots - he writes about how the American politicians handle language and the facts. It shows that the classical argument of a political debate "is a lie!" it is practically not used by modern politicians. Instead politicians even more often address statements, judgments, images and plots which are out of category of the validity. In other words, judgments in policy are turned not to real, and to symbolical. The category of the validity, as well as mechanisms of its check, were created together with scientific knowledge of the basic during Modern times. The modern media culture, according to Gopnik, uses essentially other mechanisms of check of the validity, much more archaic. As an example of similar mechanisms, it allocates "Court in fight and a trial by ordeal, believing judgment in God's Hands".

This return to archaic mechanisms was inspired, in addition, by modern technologies. "The era of the facts comes to an end: that place which was taken by "facts" now data gradually occupy" (Gopnik 2011). Data are more important than the facts not because they are got by automatically different forms of artificial intelligence and because people do not trust the facts any more.

Media constantly claim that the facts often lie. It is clear, that it is not about the scientific facts, and about that Platon's "shadow" of science which gets to limit of daily communication. Rather typical is a phrase of the American comedian Kolbert who, in one of the shows, representing the president of America George Bush, spoke "I do not trust books. In them we see one fact, nothing sincere. And the facts are what breaks off our country on a part". The president never told anything of that kind, but words of the comedian for many voters were more real and convincing, than speeches of the politician. These examples accurately show that the leader in modern culture not the unique and unique person. In the cluster world its role is not in that messages of people to something new, but it is rather in catching already available tendencies and to formulate them.

The similar understanding of the world-wide and historical personality with a certain adjustment is quite productive concerning the status of a figure of the leader in a modern situation. The leader is not so much and not only the one who the identity and determination is ready to carry out the choice or is capable to define creatively the direction of the movement of collective, people, production or social group, etc., and the one who is capable to act in consent with those main cultural, social and technological dispositive which prevail in the modern world. Otherwise the individual "applying" for a role of the leader in the social or other group will not only drop out of the general communicative regimes of the present, but also because of this incompatibility, to promote isolation and/or destruction of the group nominating him for a role of the leader. For this reason, those conceptual developments of researchers of a phenomenon of leadership more focused on clearing of its functional qualities or psychological characteristics (for example works of Stogdill (1948), Bendas (2009), Bono and Ilies (2006) need the essential additions and expansions connected with the analysis of modern sociocultural reality.

According to this position, the modern situation introduces essential amendments in the status of leadership per se, limiting its spontaneity and an arbitrariness, and also setting its most essential characteristics. A phenomenon and the leader as phenomenon of "mediator" of the main power lines of culture, it is transformed, responding to the main lines of expansion and arrangement of sociocultural space of the present, forming special zones of "coordination" and "submission" of the leader to the main cultural dispositive. If earlier the figure of the leader "was in many respects limited" (we will not forget what to limit is always and to define [de-termin-atio]) to religious, mythological or bureaucratic instances, then the present brings many new positions of coordination (Tseng et al. 2010).

First of all, it is necessary to consider that main drift of the post-present which can be defined as a global clustering of reality, ordering certain procedures of embedding and, respectively, coordination with the general sociocultural space, in a format of not existing earlier sociocultural imperatives. It is about inclusion of the (and groups) actions, the purposes, aspirations and so forth in new, with increasing and big a prevalence of the virtual medial environment, life space. The deficiency of "classical reality" fixed by many researchers (McLuhan and Fiore (1967); Zhizhek (2011); or Baudrillard (2012)), a deconstruction of former "classical", "doinformatsionny" reality is implemented and, respectively, is imprinted in figures of the leader forced "to work" in new reality, and therefore using already other tools for the influence and building "topology" new space. The leader, to be productive and as vanguard modern the practitioners of "dismantling" and splitting of "classical" reality, not only has to correspond to new sociocultural dispositive of new "virtual and cluster" reality, but also it is fine to be guided in this space and to build the strategy of the influence rationally in this new digital on the grammar to Wednesday.

The zone of influence of the leader - as well as all in modern cyberreality - is on the sense deconstructive cluster dismantling former "classical" and in something already "archaic" reality (Kerfoot 2010). The world built by processes of a clustering setting parameters of possible leadership is the world uniform "plane" (loss of the reviewer) existence where the logic of digital space of a binary code where uniform scenarios of arrangement of the vital world ("lebenswelt") where the purposes and meanings broadcast on a global scale with in the untimely online mode are also unified and universal where the symbolical national world is exposed to destruction, about the subsequent the unifying converting work prevails.

Respectively, in this situation the status and the leader's figure are also exposed to transformation. To correlative changes (transformation) of the general global world when the leader performs functions of the most adequate force of unification more and more; and also "search engine" of alternative routes of the movement which use only consistent with "logic" of a binary code of computer reality of the Internet both its stylistics the "fake" and "simulation" truth, general transparency, mass influence and "sneer company", possible routes of the movement. The personal zone of influence, "charisma", psychological impact is made by reduced: into the forefront "team game" by universal rules of advertising and "mass influence" acts. The leader of the present is mainly "tool" of mass, impersonal influence, effective in that measure in what he uses an arsenal of means of mass influence and a manipulation.

Those personal qualities which in the recent past would provide to the individual his leadership if they are not supported with observance of "modern regulations", will interfere rather with implementation of its projects, i.e. to actually liquidate it as leader. As an example it is possible to bring the current U.S. President Donald Trump undoubtedly having qualities of the traditional leader, but not capable to master modern models of mass manipulation in a due measure, and therefore with great difficulty and not really effectively realizing (and in it to a certain archaism of a figure of Trump) the election pledges which are a little meaning in already specified situation of devaluation and simulation of the truth in new information and communicative cluster culture.

4 Conclusions

In the conclusion it should be noted that interest in this problem – namely in leadership, for today's time is rather enormous. And it is justified as from actions of leaders, heads, administrator's management of various social structures depends on not big and different groups/clusters to the state which also is the organization, it is only much more difficult also significant for all her members.

In the modern world the leader already not so much forms the new world how many sorts or promotes transformation and change of old reality. Thanks to its action's meanings and values of the conducted society pass through media broadcasting and, thanks to it, are formatted in something new. The true function of the leader in this case is in unifying the world around - not to change it, and to keep the settled forms due to search of roundabout ways and routes of expression of sense. In classical culture, the leader kept bright identity, in modern he is impersonal. The modern leader does not offer the new ideas, instead he broadcasts the old ideas in a new form, accurately understanding that any other forms of leadership are simply impossible. The figure of leadership is deconstructed in order that it is better to correspond to modern cluster reality.

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