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THE ESSENCE OF SOCIO-CULTURAL DESIGN IN THE PROCESS OF SCIENTIFIC MANAGEMENT OF THE SOCIETY

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ABSTRACT

The article reveals the scientific importance of the effectiveness of socio-cultural design technology in society and public administration. The role of design technology is analyzed as socio-cultural technologies are the basis of social development. The need for design technology in community management is scientifically based. In our opinion, this method is reflected in the efficiency and effectiveness of design technology in the scientific management of society. That is, by realizing that the first method is less effective than the outdated imitation method, the second method moves on to adopting a new design model. Such a definition is useful in understanding socio-cultural design, in which the most important source of design is clearly indicated. It is completely natural to design, as well as the expected construction work, the creation of new enterprises, can be business-related. The main component of such design is the essence of scientific management of society (as design). According to the dialectic of logical and socio-cultural phenomenon, essence is also a key component of design.

KEYWORDS: Society, Scientific Management Of Society, Socio-Cultural Technology, Design Technology, Socio-Cultural Design, Strategy, Management.

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