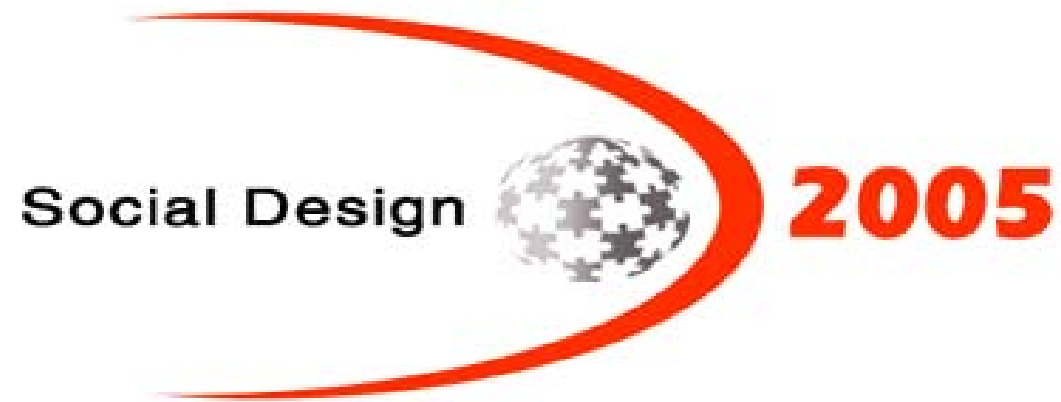


The International Expert Appraisalment

(Humanitarian and Intellectual Results of the Year 2005 in Russia and in the World)



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SDC-Rating (the Rating Center of the Social Design Corporation) presents the results of the International Expert Appraisal «Social Design – 2005» in the format of nominations. The Annual Appraisal is prepared by the Expert Council consisting of representatives of intellectual and academic circles and is aimed at in-depth analysis of the processes that are going on in the modern world, as well as at the revelation of the main trends of the global socio-political development.

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1. DISCOURSE OF THE YEAR

SOCIAL FUTURISM

There is clear evidence that mass media began to pay careful attention to the social futurism. Simultaneously the «passeism» (the reference in the past) has lost its relish. The formation of the social futurism discourse is going on along with new social design trends (such as new national projects initiated by the Government).

At the same time the main discourses of the 1990s – pro-Western liberal (import of Western standards), pseudo patriotic (nostalgia for Soviet times) and transitional conservative (domination of the stability idea, conservation of challenges) – that were so popular in Russia are declining. The main social trend of the year is that the society prefers looking into the future than thinking about the past.

2. SOCIAL DESIGNER OF THE YEAR

PETER MANDELSON

The most effective social designer of the year 2005 is Peter Mandelson – the European Union Trade Commissioner. The main achievement of Mr. Mandelson is the fundamental choice that was made by him – to promote a European economic strategy. This strategy is based upon the vital changes in the European gross domestic product structure aimed at the prevalence of «high tech» and other products of human intellect. The final task is to abolish the dependence of the EU economy from cheap labor.

As Mr. Mandelson put it himself, the purpose is not to americanize Europe, but to create and implement a social model for future generations that will help the European Union to be a competitive player at the global market.

3. SOCIAL DIAGNOSIS

DISSOLUTION OF THE SCIENTIFIC POTENTIAL IN RUSSIA

Academic institutions in Russia are facing with a crucial dilemma: to follow the trends declared by the government or to comply with market economy demands. This situation leads to the degradation of the academic community and strikes a deadly blow to the Russian scientific potential.

4. DISAPPOINTMENT OF THE YEAR

INTELLECTUAL CRISIS IN EUROPE

The process of the final dissolution of the independent European intellectual (especially in France) is under way. It is happening due to the polarization of opinions with regard to the European integration. Opposing the liberal project of the European constitution, the majority of the intellectuals united.

Their colleagues who disagreed with them chose the polar Anglo-American project. At present it is impossible to initiate a productive discussion due to the reason that all independent intellectuals are polarized this way and they indeed became «dependent» intellectuals.

5. INTERNATIONAL PROJECT / THREAT

RADICAL ISLAMISATION OF THE GREATER MIDDLE EAST

In 2005 the positions of the radical Islam strengthened very much in the Greater Middle East. It seems that the radical Islamisation of the Greater Middle East is a serious international project.

There is a real threat of the radical Islamisation of the whole region and coming to power radical islamists. In this case the domino effect that will destabilize all regional states is a probable scenario.

6. SOCIAL CATACLYSM

FAILURE OF THE MULTICULTURALISM

Riots of the immigrants in France, Germany, Belgium, Denmark and Britain, the social consequences of the storm Katrina in the USA, racist demonstrations in Australia showed that the mechanism of social integration of new members in the societies of these countries is in crisis.

There is no effective cultural dialogue between different social groups in so-called «old democracies». Anti-Western values became for Arabs living in countries with Western culture more attractive than democratic ones.

7. INTELLECTUAL FORUM

EXPERT GROUP

Expert Group became one of the most important intellectual forum this year. As a serious intellectual publication the Expert magazine is playing the role of translator of the social futurism discourse and participated in the formation of expert and political agenda of the year 2005 in Russia.

8. SOCIAL INNOVATION

CREATION OF MASS YOUTH MOVEMENTS

In 2005 all main political forces in Russia were busy creating mass youth movements such as «Molodaya gvardia», «Nashi», SPS, youth «Yabloko», «Oborona», AKM, NBP, DPNI. Mass meetings and processions demonstrated their abilities and potential.

Taking into consideration the fact that the Russian youth level of political activity is usually low, most likely the creation of mass youth movements is the initiative «from above». Russian politicians are constructing mechanisms of youth mobilization in case of the threat of the «orange» revolution.

9. IDEOLOGIC TREND

DECLINING OF NEO-CONSERVATISM

The neo-conservator's lead the United States to the serious foreign policy crisis. Main strategies of the White House administration – export of democracy and state building – failed in the Greater Middle East and Afghanistan. It resulted in the growth of anti-Americanism all over the world and radical Islamisation of the Middle East.

The US global ideology came to a deadlock: the Republicans can suggest nothing new and the Democrats propose the light version of the Republican's program only. In the long term the result of the current situation could be the following: the USA will be forced to reconcile with the lost of their influence in some regions of the world and to make the correction of their foreign policy.

10. INFORMATION TREND

CREATION OF ALTERNATIVE TV

The demand for the alternative TV was great in 2005. The Al-Jazeera channel has been already working, in 2006 a new French channel will emerge. Russia also created its own alternative TV – the first state patriotic channel «Zvezda» and the English-speaking «Russia Today».

The mission of the alternative TV in Russia – to present the country (both inside and outside). Also it can serve as an additional source of the information for the people.

11. INTERNET TECHNOLOGY

DEL.ICIO.US SYSTEM

Internet is booming now and transforms itself from information to a social structure. The new Internet serves people and their demands. Together with such systems as «Skype», «Gmail» and «Google Desktop» appeared a new system of the social Internet – «Del.icio.us».

It allows for a user to mark any content in the net and get access to marks of other users. It is a new way of search and classification of information that converts an individual choice into a social action.

12. VISUAL POLITICS

ORANGE COUNTERREVOLUTION AND THE STYLE VACUUM

The 2004 Orange revolution was also an important event in 2005. The main trend was that the heroes of the revolution distanced from its brand – the orange style. In order to legitimate its power the Ukrainian authorities are using the old visual schemes; the orange original style was forgotten.

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