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THE ROLE OF DISCOURSE ANALYSIS IN PLANNING ECONOMIC AND SOCIAL PROCESSES. MANAGING SOCIAL CONFLICTS

Success in implementing economic and social development objectives largely depends on the degree of relevance of these objectives for the potential beneficiary, as well as on the ability to convey to him the importance and validity of the actions and proposals being taken. This is all the more important against the backdrop of the dominant ideas, stereotypes of perception and interpretation of any reforms and changes in life in modern society, as well as taking into account the unresolved problem of public trust. Every attempt to intervene throughout life, even for the purpose of improving it, causes internal contradictions and conflicts. In this regard, it would be logical to consider the features of ways to inform society about proposed reforms and changes in the light of a discursive analysis of their content and essence.

Currently, human civilization is in a situation that requires reliable analysis and evaluation of multidimensional experience against the background of dynamic technological progress, and at the same time it is experiencing a general crisis in

the field of mental development that meets the needs of new ideas, in the perception of values that are more true to reality, less formalized and stereotyped, not amenable to neutralization. Despite the fact that the external image of society has some features associated with modernization in the development of social processes, interpersonal relations have practically not suffered from the expansion of opportunities of the new era.

As in the observed historical past, now the main driving force of social relations remains the dominance of communicative relations, which are dependent on words, not on action, and the action itself pales in comparison to the description of this action. The text, and in the new edition - the discourse, has the greatest influence on emotional reactions, describes an image of reality that is more in line with the possibilities of perception and human needs modern mass people.

Problems in convincing society of the feasibility of proposed reforms in the economy and social sphere, as well as problems in society's acceptance of possible significant changes in life, currently cannot be solved without taking into account the psychological factor in its social implications.

The psychological aspect of social discourse is of research interest due to the fact that the social context constantly constitutes a person's environment, largely determines the direction of his activity, determines the choice of strategy and the algorithm of participation in various processes.

Modern man is often defined as "man of the information age". In addition to being able to benefit from technological progress, his mental world is largely dependent on an unlimited amount of diverse information. In a sense, modern man is a product of this information and one of the reflections of collective reality.

The dynamism of modern cognitive processes is associated with a change in the rhythm of receiving information, to a large extent with McDonaldization of consciousness, that is, self-limitation in information, paying attention mainly to what is important in a specific situation, these and other factors affect traditional psychological reactions, but already in the updated environment. At the same time, a decrease in the level of rhetoric was noticed due to the satisfaction of communication needs with small means. In general, we have before us a new type of social context, which is still associated with widespread concepts, with traditional logic, and at the same time with a completely new way of influencing the course of social processes, on emotional reactions (in the sense of the meaning of these reactions, their meaning for a specific person) - a subject of social communication, for example, as a participant in a conflict).

All actions of social subjects based on their self-determination can be called potentially conflicting. Conflict activity (actual confrontation of social subjects)

and communication events are related to the level of discourse in the form of its strategic functions: differentiation, isolation, opposition, resistance, coercion, protest, legitimization, personification. To consider linguistic behavior from the point of view of these functions is to qualify it as conflictual.

In the communicative analysis of the conflict, the study of the related discourse plays a significant role. It is mainly about discourse analysis. In a broad sense, discursive analysis is a technique of interpreting speech activity that reveals socio-cultural (ideological, political, religious, linguistic) preconditions present in utterances, as their hidden or explicit, conscious or unconscious "involvement". The methods of discourse analysis are quite diverse, implemented in the corresponding approaches: textual, intertextual and contextual. The subject of interpretation can be the internal semantic connections of the text as an autonomous entity; semantic connections of groups of texts and expressions in different genres of speech, the determinants of which are quotations, references, allusions, memories. Finally, the text, the utterance, is considered as a product of the interaction of social actors. In such a situation, the generalizing interpretation is aimed at identifying invariants of meaning, stable meanings that ensure the translation of the text and mutual understanding, and the individualizing interpretation - the uniqueness of the text in a changing context.

Attempts to create models of conflict discourse and to develop a typology of conflict situations of communication are an expression of the need for a rational understanding of social conflicts (in which the role of irrational, affective elements is so great) in the new communication situation. The sphere of scientific interests is focused on the factors that determine the emergence, development and resolution of conflict in speech interaction, on the functional features of conflict discourse as a communicative act, on semantic and pragmatic aspects of the speech behavior of opponents. As a tool of analysis, we use the ideas of conflict theory regarding the development of conflict as a process that goes through several stages: from a potential one, when there are no manifestations of negative emotions or hostility, but only signals of a hidden conflict are known to those who interact, a ripe conflict in which differences in positions, goals, assessments are clarified and finally agreement is reached through negotiations, concessions, assumptions, changing the subject, silence.

Ambiguous social conflicts appear in situations where, it would seem, such a form of interaction as cooperation depends on communication. Researchers note that conflict can arise even when the rules of cooperation in verbal communication are followed.

From the very beginning, the phenomenon of discourse is associated with certain processes. At the same time, discourse can be both a formulation of a certain process, a description of the goal and a forecast of its course, and an independent product of this process. Subjects participating in a discourse can express as much as the relatively open cultural system of a given society permits or permits. In general, culture is a space of opportunities and limitations for the creation and implementation of discourses. Discourses can be considered to be mediators between what is linguistic and what is social. The essential features of the discourse are: contradiction, conflict and struggle, therefore its main strategies are assessment, polarization, emotionality, scandalization and simplification.

In modern science, a new interdisciplinary direction is emerging - discourse studies, the thematic direction of which includes "both methodological and general theoretical problems related to the nature, structure and functioning of discourse, as well as issues related to the typology of discourses" and defining their features.

To sum up, we assume that discursive analysis must be a preliminary stage when planning solutions in the sphere of economy and social life due to the objective assessment of reality, which in turn allows us to take into account possible social psycho-emotional reactions to plans and offers for change, and not it cannot be ruled out that they may help reduce the tension causing conflict situations. Especially since artificial intelligence is competing with us more and more actively, in some situations with visible success.

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