

## Communicative Competence of the Personality as Socio-Historical Phenomenon: System Analysis

Muslimat Gaziyeвна Akhmedova

Irina Viktorovna Sokolova

Elena Vadimovna Chankova

Russian state social university, Moscow, Russian Federation

Doi:10.5901/mjss.2015.v6n5s3p347

### Abstract

*The system analysis of communicative competence of the personality as the phenomena in socio-historical prospect within concepts "the industrial – post-industrial society" is presented in the article. This approach allows to define the reasons of the relevance of communicative competence of the personality of modern society and to prove aspects of its sociological studying. Communicative jurisdiction of the personality is considered as the element of internal interrelations of social system participating in the creation of these interrelations. Communicative competence of the personality of the article is understood as the ability of the personality to the preservation of a sociality using possession of communicative knowledge, norms and values. In the article, it is shown that communicative competence of the personality of different types of society's functions based on the system properties defining the type of the corporation and provides reproduction of the corporation of this type. For industrial society system property is a division of labor, for post-industrial - uncertainty, autonomy and reflexivity of both separate elements, and social system in general. The conclusion that to investigate the communicative competence of the personality is drawn it is represented significant taking into account her these characteristics.*

**Keywords:** system analysis, communicative competence, personality, social interaction, social communication.

### 1. Introduction

Initial assumption: the communicative competence of the personality has to be considered the phenomena of social interaction, social communication within concepts "industrial society - information society".

The socio-historical prospect in the analysis of communicative competence of the personality allows to consider this phenomenon in dynamics of different stages of social development. Such approach creates an opportunity to define, what changes in types of development of society lead to a change of social communication as these changes are reflected in understanding of communication in various sociological theories. This understanding, in turn, creates the prerequisite for judgment as during social evolution the role and a place of communicative competence of the personality of public reproduction changes. Thus, the current state of communicative competence of the personality will be defined as the result of its socio-historical development throughout the transition period, significant for understanding, from an industrial society to the post-industrial.

It is represented that detection and the analysis of the specified interrelations opens a perspective of communicative competence of the personality of modern society and creates an opportunity for essentially other understanding of communicative competence of today's realities.

In the process of evolution of human society, also forms of interrelations, or communications, in it become complicated. For this reason, communicative competence of the personality becomes the phenomenon in many respects defining dynamics of formation of society of new type - on the one hand, and, with another, – adequacy of the personality to the corporation in the conditions of public transformations. Therefore, communicative competence as the social phenomenon cannot be understood as a single consequence. Joining in universal world communication, it makes direct or indirect impact on some processes, causing sometimes unexpected consequences, which account has huge value for practical activities of people. Proceeding from the principle of "universal interaction" (F. Engels), it is possible to understand a causal relationship, the moment of the world interdependence. Thus, it is, of course, possible to investigate a phenomenon of communicative competence of the personality in the conditions of formation of a new type of society at

the theory-methodological level.

If to emphasize that communicative competence is connected with patrimonial need of the person to live in the group way, the phenomenon of communicative competence accompanied the person all history of his existence, being shown differently in different social conditions and becoming complicated - in process of complication of society. As soon as the person enters social interaction, at the same moment there is a problem of the efficiency of this interaction.

## 2. Materials and Methods of Research

The performance of a research problem is obviously possible using application of the system analysis. Such method allows defining not casually logic of formation and development of intrasystem communications in industrial society, a condition of social communication as the component participating in the formation of these communications. That is especially valuable – opening for the internal reasons of change of social communications in society upon transition to the post-industrial type of development those results in the relevance of communicative competence of the personality.

The review of materials of the researches reflecting the putting problem, organized in system logic is given below.

Communicative competence of the personality of this article will be understood as the ability of the personality providing it a sociality using possession of knowledge, norms, and values of communication (Chankova, 2015).

In industrial society, a division of labor is the cornerstone of reproduction of the social system. In the conditions of a capitalist stage, social interactions are regulated by the position of the person in a system of production of goods that found the reflection in the concept "social status". So, at E. Durkheim in work "About organic solidarity" (Durkheim, 2011) the reasoning of new type of solidarity which is formed on essentially by another in comparison with traditional society to a basis – status is given. O. Comte specifies (Comte, 2011) that division of labor is the fact not the economic, but social, i.e. defining way of communication both on micro and at the macro level. The status basics of communication are covered in the most issued look in the XX century of T. Parsons in "The theory of social action" (Parsons, 1982) where social institutes carry out function of social regulation, bringing society into an equilibrium state. That is, at social institutes immanently there are status and role sets providing a way of interaction in the social space of a certain institute – in connection with satisfaction people of similar requirements.

In the process of development and complication of industrial society when industrial production gains new lines, there is a change of properties of the social system and its modification in general. So, at O. Toffler in "The third wave" (Toffler, 2012) is specified that in all industrialized countries to the middle of the 50th years that it is possible to call unification, uniformity since the duplicated product cost cheaper was appreciated. According to Toffler, such aspiration to unification generated a countertendency. There was a request for the new technology conducting to a variety of types of equipment, samples of goods, and types of services, crushing in work specialization to continuous updating of the social relations. It is represented that the social system, which is accurately structured by social institutes, did not begin to cope with a variety of new social forms of life anymore - there is a social request for a subject position of the personality, it's creative beginning as a resource that can master and integrate "countertendency" into social system.

In sense of reflection of new social tendencies in science the theory of an interactionism (J. Mida, G. Blumer, is very expressive H. Sacks) theory of the identity of J. Mid and theory of the personality Ch. Sacks. So, in the Ministry of Foreign Affairs, society and the social individual (social "I") are constituted in total processes of inter-individual interactions. The origin "I", thus, entirely socially, and its main characteristic — ability to become an object for itself, and external social transformed to self-checking. The Ministry of Foreign Affairs distinguishes two aspects of formation of egoism: I (I) — it that I think of others and myself, am my inner world; To me (Me) — it that, in my opinion, others think of me, is my external social cover as I imagine it. (Ministry of Foreign Affairs, 2009).

Further, the need of social system for the creative personal beginning about which Toffler speaks, is accurately reflected, according to authors, in E. Giddens's works (1970 - 80-of the XX century), in particular, in "A sketch of the theory of a structuration" (Giddens, 2005). The scientist sees the social structure as dual. The idea of the duality of structure – the main theorem of the theory of a structuration allowing the proving approach, which offers a different view on the production of social reality. Unlike E. Durkheim believing that the structure is the external forcing factor for the individual, E. Giddens believes that the structure not only forces but also gives opportunities for the creative activity of the individual. The dynamic nature of social processes in modern society is reflected at E. Giddens in the concept "reflexivity" – as the capability of the corporation and the personality to change in uncertainty conditions (Giddens, 2005). A social order at E. Giddens is supported by routine - the social practitioners based on the settled, typical examples of social behavior, on "thoughtless" nature of daily interaction (Giddens, 2005) (unlike Parson social system, where behavior of the individual - a product of the values acquired by it).

The line of development of the concept "reflexivity" is also shown in P. Berger's works, T. Lukman (60-e-the 70th

years), R. Emerson, D. Koulmen (the 70th years), P. Bourdieu (the 90th years) when such new properties of social system as dynamism and uncertainty, generate alternative in a choice of forms of behavior actors. These phenomena in society, certainly, increase the importance of a choice the identity of a certain method of behavior that is reflected in the efficiency of interaction both at the micro level and at the macro level. It is possible to record a tendency of a demassification, personalization (O. Toffler) - unlike involving the masses in processes of communication and its importance from the point of view of reproduction of society, which means increase of a role of the personality in social system.

The idea of concentration in public as to a basis of a sociality gained development in. Research of Abramov R. N., Devyatko I.F. and Kononova A.A., considering ordinary knowledge of distributive justice in cognitive science of context model: ideas of "any passers-by" of the correct and equitable distribution of the benefits are considered not only on micro but also meso - and macro levels that allow "... to catch historical and evolutionary rootedness of concepts of justice in the institutional contexts corresponding to different levels of the social organization". (Nine, 2011).

In the theories of social communication, which appeared in the late forties of the XX century generation, on the one hand, of mass production, and, on the contrary, need to comprehend the becoming complicated communication processes - along with the term "interaction" there is "communication" which conceptual volume is certainly wider. (Theories of communication of K. Shannon – U. Uivera, L. Lassuela, T. Nyyukomba, etc.). Besides, the concept "communication" marks, certainly, fixing of new social processes and their reflection in sociological science.

The process of communication is considered as having the subject field, the concepts now. Participants of communication are designated, the communication subject - the message, legitimized concept of the communication channel is allocated, i.e. the sociological science sensitively reacted to dynamics of social development.

It should be noted that in theories of communication two ideologically different directions – the technocratic approach considering communication from a position of transfer of the message (K. Shannon, U. Weaver, L. Lassuel) and - interactionist approach that considers communication as the social interaction directed at understanding of each other by participants of communication (T. Nyyukomb, U. Schramm) were allocated.

The created scientific views on specifics of this new concept in sociology - communications, in the middle of the XX century are most significantly integrated with Yu. Habermas's creativity (Habermas, 1992), in particular, in it "Theories of communicative action" (1984) where M. Weber's ideas organically connected, a symbolic interactionism of J. Mid, and idea of a structural functionalism of T. Parsons gained the development. Yu. Habermas offers the treatment of social interaction based on the humanistic cooperation of people in all spheres of life on the general understanding. As it is possible to see further – Yu. Habermas proclaims communication values, characteristic for an informational society. The most important concept of its theory of communication – "communicative competence", however the semantics of this concept is connected with a level of development of collective consciousness. Besides, Yu. Habermas enters the major for judgment of modern communication concept – "the concept of the vital world" that allows to study the mechanism of forming of valuable and motivational structure of behavior of the person in the conditions of alternative and a choice, i.e. in the conditions of personalization of society.

In the second half of the XX century use of the term "informational society" which by the beginning of the 90th years purchases the categorical status begins and is widely used in works of social scientists (Yu. Hayashi, M. Porat, Y. Masoud, T. Stoner, etc.). Information-oriented terminology enters turnover: "a national global information infrastructure"; "the information highway", etc.

The analysis of works of M. Kastel (Kastels, 2001) is submitted to author's resource for understanding of the intrinsic signs of communicative competence of the personality demanded in a post-industrial society. This society of M. Kastel refers to as " the informational" and indicates the new system of communications based on network integration of all types of communication characterizes its inclusion in culture in general.

The specification of characteristics of an informational society is connected further with a sharp increase of a network method of the social relations, development of their forms demanding theoretical judgment.

It should be noted, the idea of consideration of society as difficult interlacing arose in sociology in connection with the creativity of G. Zimmel who saw a peculiar labyrinth in social interactions. Further, in the 40th – the 70th years of the XX century interest, as in humanitarian, and natural sciences to the network phenomenon considered as a difficult network of the real-life social relations (A. Radcliff-Brown) and as unstable and independent groups (J. Barnes) was observed. H. Whyte, M. Granovetter, B. Ullman, J. Homans, L. Freeman's researches, J. Boyda, D. Whyte was led to the emergence of a method of the network analysis used in modern sociology. In general, this method developed on a joint of social psychology, anthropology, political science, mathematics, the theory of communication.

The high degree of uncertainty of signs of a social network (that confirm N. Luman's works, and also theorists of a postmodern) generates different approaches to its theoretical judgment. The understanding of a significant number of

Internet users from understanding of Internet community in which contact is kept using a network is shared. So, R. Putnam defines a social capital as the integrated value of all social networks taking into account possibility of these networks to give support and help. F. Fukuyama defines a social capital as the confirmed informal regulations that promote cooperation between two or large number of individuals.

The concept of a social capital gained development in M. Granovetter's researches (Granovetter, 2009) considering that on-line social networks offer the person, "managed to organize good relations", an information access, to skills, energy and attention of other persons. The author specifies that weak communications play a fundamental role in network communication, in forming of social capital as they provide a long social distance and inclusion of a large number of people.

B. Willman marks out the features the Internet influencing the personal relations and being perspective for development of social communications: independence of a place and time, speed, limited representations of participants about each other, text nature of the majority of messages, lack of visible and sound contact. As social effects of these technology features are specified the possibility of interaction between people with the different temporary rhythms separated by a space; decrease in a role of the social status, gender distinctions, age, ethnic origin.

In domestic sociology in the second half of the XX century of the concept "network", "network community", "network interaction" represent a particular scientific discourse to communications by the description of a specific method of interaction on the Internet. The network is provided for carrying out function of social environment in which there is an interaction of individuals and groups of users; social systems, networks, communities will be organized; the interaction in the course of communication is performed; there are processes of an institutionalization of social interactions, group dynamics, valuable and normative regulation and role behavior of the personality (Sokolova, etc., 2009).

As the most often found determination of a social network, it is possible to consider the following: "... it is the social structure consisting of a group of nodes that social subjects (people or the organizations), communications between them, i.e. the social relations are" (the Encyclopedia, 2009). Thus, the concept of a network includes a circle of contacts where participants of interaction (people, groups) take positions of nodes, i.e. the social network consists of final set of social actors and a set of communications between them.

In modern literature common features of interaction in Internet communities, in the classified type D. A. Ivanchenko and M. V. Plakhty provided, for example, are allocated (Sokolova, etc., 2009):

- the organization of own social structure and stratification of users for the formal and informal statuses to which the functions inherent in them reflecting their provision in the community are assigned that creates group expectations;
- availability of organization culture that is shown in the creation of the value system, rules, regulations, the installations of behavior reflecting the nature of their external and internal interaction, and also divided and recognized as the majority;
- the access level to knowledge is the defining factor of social differentiation (information stratification), the role of traditional criteria of determination of social position is lowered, that is there is a smoothing of cross-cultural, social and personal, ethnic distinctions, and also equalizing according to the material, educational and social statuses;
- instant response of Internet community to social problems by emergence of new images of culture, regulations, values and innovations that can be fixed in both the natural, and artificial way that testifies to partial controllability of organizational development of Internet community, etc.

The authors mentioned above developed also classification of social and psychological features of network interaction in Internet space, the criteria allowing to find a positive, and also adverse impact are provided: anonymity, physical lack of representation, verbal interaction, limitlessness of contacts, features of group dynamics and stratification, asynchrony of communication, limitlessness of geographical space of interaction, personal features of users and their influence on nature of communication. Thus, receives a further specification reflection of properties of network communication in social theories.

Similar characteristics specify Voyskunsky A.E. (2002), P. Scapini and M.A. Casatella (2014), Y Zhang, L. Leung (2014), E.Rice (2015), HJ Oh, E.Ozkaya, R LaRose (2014), Pogorsky E.K. (2012), Shapiro K.V. (2005), Kutyugin D. I. (2009), etc.

Scientists analyze problems of the architecture of social networks as new community type, their structural stability. According to Kapustin V. S., in the network device the problem of achievement of uniform representations is not essential, the presence of the general, which is significant and important. The network integrates not confederate, but the miscellaneous associate who are in alarm. G. V. Gradoselskaya considers that modern society is penetrated by networks of the social relations – steady systems of communications and contacts between individuals who it is impossible to enter

into a dichotomy framework the Market - Hierarchy. S.V. Bondarenko understands as network community "the fundamental unit of the social organization of users of telecommunication networks having the stratification system, the settled social norms, roles and participants statuses including in the structure not less than three actors dividing the general values and performing on a regular basis social interactions by means of use of the corresponding equipment rooms and program artifacts" (Bondarenko, 2008).

Questions about specifics of the virtual, network personality are in parallel considered. Points to key signs of the network personality, for example, A.N. Galkin – most creation and most designing. Besides, as the author considers, the compulsory provision of the existence of the network personality is the presence of other network personality that is optional to the virtual personality. Except most presentation, i.e. designing of the image, "the personality in a network has the opportunity to design space in which she assumes, and Galkina wants to be" (2010).

Thus, research on communicative competence of the personality sets a certain context in understanding and judgment of modern social processes, allows seeing the perspectives defining integrity and viability of society as a social system.

### 3. Results

In spite of the fact that the personality in the classical sociological traditions describing society of industrial type (at E. Durkheim, and at T. Parsons), is capable of an independent choice of forms of behavior (on what specifies accounting of dispositions in structure of the personality in their theories), nevertheless, the social system and its interests prevails over the personality: so, Durkheim points to collective consciousness as on a decisive factor of a choice by the identity of behavior, T. Parsons allocates "culture" as a social subsystem where the social practitioners created at the mass level accumulate and legitimized. Thus, processes of industrialization lead to "involving the masses "of forms of behavior, communication, and the personality is considered as a function of the social system necessary for its survival and reproduction. And the social system strictly (despite accounting of dispositions in structure of the personality) assigns to the personality as an element of system the status and role set which is a direct reference point for identification of the last in an interaction situation. It is possible to allocate the following determinants of interaction between people in industrial society: interests of social system – the social statuses - mass behavior – the corresponding social practitioners that received reflection in works E. Durkheim, O. Comte, T. Parsons.

Thus, the problem of communicative competence of the personality defining efficiency of interaction in industrial society is solved not at the personal level, and – on the system.

In the first half of the XX century, there is a set of theories of the personality, theories of communication; there is a formation of the humanistic direction in social sciences allowing comprehending new social processes.

So, in theories of a social interactionism epicenter of social interaction moves from a zone of social institutes to structure "I" where the relations start being governed by subjective representations of participants of interaction about each other, becomes each other who was socially demanded understanding, the foundation to which laid in the middle of the XIX M. Weber in "The theory of social action". In this work change of the factors defining a basis of communicative competence of the personality, a sharp decrease in a role of social institutes in interaction regulation is fixed.

If in interactionist theories, we find shift of the bases of communicative competence of the personality towards subjectivity of the personality at the level of the theory of the personality, in the theory of E. Giddens - already at the level of all social system.

Analysis of theoretical approaches to research of Abramov R. N., Devyatko I.F., Kononova A.A. also allows to draw a conclusion on change of a role of the personality at the system level which is shown in various social practitioners - in particular, in ordinary knowledge of distributive justice.

Allocation of the different directions in theories of communication the 40th years of the XX century speaks, according to authors, the following social processes:

- On the one hand, the begun informatization of society, the intensive development of information and communication technologies that caused a new round of development of mass communication. New forms of communications were considered as a direct consequence of technical progress and, therefore, its properties bearing in themselves. This ideological position in an explanation of communicative processes began to be called linear.
- On the other hand, change of structure of social system, the basis for creation of methods of interaction in socially significant activity of people, reconsideration of a role of the personality in reproduction of social system in the context of informatization of society. This position develops a paradigm of Weber's understanding sociology where a problem of communication is the achievement of understanding by

participants of communication. This ideological line in an explanation of communicative processes received the name of the nonlinear.

The transition to an informational society, which was outlined in the second half of the XX century, assumes not so much changes in managing forms, how many transformation in the nature of human activity, which involves restructuring a valuable basis, social quality of the personality, i.e. its de typology (Foreigners, 2009).

The main sign of the forming culture of an informational society is the growth of the importance of a contribution of the person as an active subject in the development of society. This circumstance is in detail analyzed in works of M. Maklyuen, E. Toffler, F. Fukuyama, E. Giddens, Zh. Delez, F. Guattari and other scientists who note that fundamental difference of an informational society from other its types consists in a cardinal change of a place of the person in society.

According to authors of article, difference of information society from industrial at the system level is described in N. Luman's work "Society as social system" (Luman, 2004) – through the concept of autopoiesis when intrasystem uncertainty – the ordered chaos is generated. N. Luman gives to communication the central place in the autopoietichesky reproduction of society. And the same location in communication belongs to the subject – autonomous from system, reflexing, self-organized, organically provided in a metaphor "Death of the Author" (M. Foucault, R. Bart, Zh. Bodriyyar). It is the third version of functioning of social system (the first is described by T. Parsons, the second – E. Giddensom) where already the system depends on the subject – its initiative, creativity, self-creation and a reflection that takes place in the developed informational society. Thus, it is possible to see the new image of communicative competence of the personality reflected in theories – autonomous from the social system, self-organized, possessing subjectivity in social interaction.

Researches (Z. Bauman, J. Alexander, M. Archer & A. Touraine, etc., 2009) are integrated into the activity and activist approach consisting in concentration on studying not of social structures, but the people changing these structures by V.A. Yadav that, certainly, means a new role of communicative competence of the personality of social system and need of its reflection for the sociological theory.

According to M. Kastel, communication on an electronic basis is also communication owing to diversification, a multimodality, and instability, as the factors defining integration of all forms of culture. Thus all cultural forms submit, adapt for the system. That is, the multimodal, horizontal network of communications defines the character of cultural forms and has important effects on social processes. M. Kastel specifies that inclusion of the majority of cultural expressions in communication system weaken the symbolical power of traditional senders of the messages, which are not included in system if they do not code themselves in this system again (Kastels, 2001). If to extrapolate these characteristics on understanding communicative competence of the personality, it is represented that such competence purchases system character due to subordination to logical, language features of new methods of coding of messages and gets into all cultural forms, thereby realizing the mechanism of transition from all cultural forms to new system. Further, communicative competence is widespread in conditions of a radical transformation of space and time, and "the space of flows and timeless time" make the material base of new culture, "informational society". It is possible to see that M. Kastel's concept has a fundamental character for understanding of an essence of the processes, which are developed in the world community in the conditions of transition to its post-industrial type.

In ideas and views of the nature of network communications it is possible to allocate two directions conditionally: the first – proceeds from technology of a social production as the prime causes of social communications and the relations, the second – from the cultural basis of understanding of social processes. If works D. Bella, O. Toffler, etc. about types of social development methodologically prove the first approach, the second – M. Maklyuen, M. Kastel, A.V. Sokolov's works, etc. in which communication is considered as a form of existence of culture. Nevertheless, both approaches consider information as "the starting mechanism" for the creation of the network relations on the Internet.

In general the characteristics specified by authors represent researches of changes in network interaction in system of spatiotemporal coordinates which involve changes in methods of most presentation and identification, acceleration of dynamic group processes, the high level of self-determination of participants of communication.

The analysis of the characteristics of network communication provided in different researches allow to allocate as the generalizing sign of creation of new type of social communications is essentially a different way of regulation of interactions, other valuable bases of these rules generated by other spatiotemporal format of social system. That is it is stated changes of system character.

Communicative competence of level of the personality - with its mobile regulations and values of interaction becomes a key factor of the viability of social network system, - that is a fundamental new growth of post-industrial society.

Thus, in industrial society, the idea of labor division, which results in the organic solidarity based on understanding of a place and the status of the person in the professional function, which is carried out by it (E. Durkheim), is the

cornerstone of creation of communications. Also, communicative competence as the factor forming efficiency of communication – is defined by a place and the status of the person in an industrial system of labor division.

In the post-industrial system, according to the above authors, social interactions get out of the control of the production of goods and start being defined by specifics of a situation. That is, communicative competence as the factor influencing the success of communication is defined by an interaction situation of time at present. Unlike industrial society where professional labor division sets algorithm of communication, in post-industrial society this algorithm is succeeded by the specifics of a situation defining the communicative behavior of its participants.

Generalizing the basic social mechanisms defining the dominating interaction method in society, it is possible to claim that system properties of society define a method of communication and communicative competence of the personality. The method of joint activity is that system property that defines the communicative jurisdiction of the personality necessary for a certain type of society.

Respectively, such interaction, which leads to preserving and reproduction of social communications, characteristic for this type of society, providing the dominating method of implementation of activity and, thanks to it, preserving of society in general will be communicative and competent.

#### **4. Discussion**

The existing approaches to the research of social communications are rather accurately entered in these or those paradigmatic traditions, and it is unambiguously possible to carry out their compliance to the type of social development. Therefore, the sociocultural (structurally functional) approach is oriented to consideration of communication within social structures, social institutes. Within this approach, T. Parsons fixes a constructive role of communication formation and development of social systems. Semiotics approach (Dridze T.M., U. Eko, etc.) considers communication as the process of formation of signs and values. Within this approach relevance purchases, so-called, "open content", characteristic of communication on the Internet. Phenomenological approach developed under the influence of ideas of a hermeneutics, existentialism, which is in the conditions of increase of attention to the personality that is characteristic of the becoming informational society (A. Shuts) though we do not find the direct instruction on this condition of the corporation at representatives of phenomenological tradition. The research potential of the phenomenological approach is most expressively implemented in such aspects as "the electronic government", "electronic democracy". Critical approach (Yu.Khabermas) develops from traditions of a conflictological paradigm, but thus there is an instruction on need of "a discursive reflection" which occurs by joint discussion and, therefore, can promote recovery of social justice. The reflection always – by determination - is considered as capability of society and the personality to changes in conditions of uncertainty (E. Giddens), which is rather certain accessory to type of society, is looked through.

As we see, the existing scientific traditions have rather an accurate contour of the described reality that gives them scientific unambiguity and the academic severity. In such scientific realities, research of communicative competence of the personality in the conditions of transition of a society to a new type of social order represents a certain complexity.

The paradigmatic transition happening now from a society that is described by tools of traditional sociology, to society of new type demands its studying essentially other means in which personal parameters will have other representation. It is necessary to understand that the remaining social institutes are oriented to instruments of permission of social contradictions, the already inefficient today.

Thus, the efficiency of approach to research consists, on the one hand, in the severity of determination of its bases, on the contrary - the absence of classical severity is set itself by the studied reality.

#### **5. Conclusion**

This article continues a sociological vector of the researches devoted to social communications in the modern world community. In a variety of modern publications it is conditionally possible to allocate some directions: - forming of communicative competence of educational process; - in management as a condition of a successful management activity (Kreutzer R.T. & Land K.H., 2015) – forming of communicative skills in the professional environment (Dauletova V) – researches in the field of cross-cultural problems of communication (Hancock A.B., 2014; Karepova S.G., Karabulatova I.S., 2015) – Researches of communicative competence as the making information culture in the conditions of formation of an informational society (Blanco A.V., Martin F.B & Nuere, 2014; Sokolova I.V., 2009 & Light J. & McNaughton D., 2014).

Statement of a question in this article calls the scientific community, which is engaged in human communication for clarification of the reasons for relevance of communicative competence of the personality as a social phenomenon in

modern society. Exactly for this purpose in article communicative competence of the personality is analyzed as the socio-historical phenomenon using systems analysis. Authors claim that relevance arises in connection with the transition from the world community to the new type of the development when essentially social communications and the relations otherwise start being based. In industrial society communicative competence of the personality, forms based on labor division when the personality is built in social structure and submits to it. In postindustrial because of the uncertainty of a situation of communication, there is a new system of communications based on network integration of all types of communication, and the personality becomes the epicenter of the new system.

This article planned and characterized object of research and invited interested to dialog and further judgment of a problem.

## References

- Akhmedova, M.G. (2011) Methodological and epistemological pluralism in the modern sociological theory.//Sociology and social policy of Moscow. No. 2. pp. 6-12.
- Akhmedova, M.G. (2012) Conceptual basis for sustainable development of society. Social policy and sociology. No. 12 (90). pp. 75-82.
- Bondarenko, S.V. (2008) Social structure of virtual network communities: the monograph. Rostov N / D: Publishing House of the Rostov University.
- Voyskunsky, A.E. (2002) Internet - a new area of researches in psychological science//Scientific notes of the department of the general psychology of MSU. Vyp.1. M. pp. 43.
- Galkina, A.N. (2010) The network personality and virtual communities in the context of the transformation of a cyberspace//Social communications: professional and daily practitioners. Saturday. Articles / Under the editorship of V.V.Vasilkova, V. V. Kozlowski, A.M. Khokhlova. Release 3. Spb: Intersotsis. pp. 27.
- Giddens, E. (2005) Organization of society. Sketch of the theory of structuration. M.: Academic project.
- Gradoselskaya, G.V. Network measurements in sociology. M.
- Granovetter, M. (2009) Sil of weak communications//Economic sociology. T.10. № 4. pp. 31-50.
- Devyatko, I.F. (2009) About the theoretical models explaining the perception of justice on micro mesh - and macro levels of social reality//Sociology: methodology, methods, mathematical modelling. No. 29. pp. 10.
- Durkheim, E. (1996) About separation of social labor.
- Kastels, M. (2001) Information Era: economy, society, culture. M. pp. 105.
- Luman, N. (2004) Obschestvo as a social system. M.: Logos publishing house.
- Ministry of Foreign Affairs (2009) Transfers/Russian Academy of Sciences. INION. Center socially scientific information researches. Department of Sociology and Social psychology: sociologist and translator V. G. Nikolaev Otv. D.V. Efimenko edition. M. pp. 290.
- Development of network interactions in a system of social education (to the development of the concept): monograph (2009) / [I. V. Sokolova, T.A. Aymaletdinov, D.A.Ivanchenko, etc.]; science production. I. V. Sokolova. M.: Publishing House of RGSU.
- Toffler, E. (2010) Third wave. M.: Nuclear heating plant.
- Habermas, Yu. (1992) Demokratiya. Reason. Moral. M.: Science.
- Chankova, E.V. (2015) Activity approach to research of communicative competence of the personality.//Social Humanitarian knowledge. No. 2. pp. 242 - 250.
- Yadav, V.A. (2009) Modern theoretical sociology as the conceptual base of research of the Russian Transformations: A course of lectures for students of a magistracy on sociology. Prod. The second, SPb.: Intersotsis. pp. 138.
- Parsons Talcott on the institution and social evolution: selected writings (1982) / Leon H Mayhew, ed. Chicago: University of Chicago Press.
- Karepova, S.G., Karabulatova I.S., Novikov V.S., Klemovitsky S.V., Stratan D.I. & Perova A.E. (2015) New approaches to the development of Methodology of Strategic Community Planning. In the: Mediterranean Journal of Social Science. Vol 6, №03, s.6. pp.357-364.
- Ostrovskaya, T.A., Karabulatova I.S., Khachmafova Z.R., Lyavcheva S.A. & Osipov G.V. The discourse of Russian Elite in the ERA "Liquid" Modernity as a Problem of Ethnic and Cultural Security. In the: Mediterranean Journal of Social Science. Vol 16, №03, s4. pp. 147-154.
- Gabdrafikov, I.M., Karabulatova I.S., Kusnutdinova L.G. & Vidanov Kh.S. (2015) Ethnoconfessional factor of Social Adaptation of Migrant Workers in the Muslim Region of Russian. In the: Mediterranean Journal of Social Science. Vol 16, №03,s4. pp. 213-223.
- Light, J. & McNaughton D. (2014) Communicative competence for individuals who require Augmentative and Alternative Communications: A New Definition – for a New Era of Communication? In the: Augmentative and Alternative Communication. Vol 30, issue 1. pp. 1-18.
- Dauletova, V. (2015) Innovating business communication courses in Oman: from design to implementation – Innovations in Education and Teaching International.
- Kreutzer, R.T. & Land K.H. (2015) The Necessity of Change Management: Why Our Traditional Communication and Organizational Structures Are Becoming Obsolete. pp. 209-248.
- Blanco, A.V. & Martin F.B. (2014) Nuere Co Promoting digital competencies for the enjoyment of culture: new Literacy challenges. In the: Journal of Cultural Management and Policy // Vol 4, Issue 1. pp. 68-73.

Hancock, A.B. (2015) The Role of Cultural Competence in Servuig Transgender Population- SIG 3 Perspectives on Voice and Voice Disorders.