

### The problem of paradigm in negotiation of social narcotization

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**Abstract.** In the article the necessity of paradigm organization, which encourages negotiation of social narcotization threat and a fight with drug business. The author offers a fundamental condition, a method, which may be included in idea system, directed on changing of correction of value world outlook for the purpose of global threats' negotiation, routed in destructive bondages of a human. The importance of international cooperation for a struggle with social narcotization and drug business becomes actual.

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#### Introduction

A system of state measures on solving the mentioned problem by Presidential Decree of 09.06.2009 #690 a Strategy of state counter-drugs policy of Russian Federation is confirmed before year 2020 [2], State program of "Counteraction illegal drug turnover" is accepted [3], Government regulation of Russian Federation of 15.04.2014 #299.

It looks like coordination, in this regard, of all international, state and social structures; scientific data generalization; solidarity in the search of their realization instruments will afford to create and effective mechanism of counteraction to this phenomenon. To implement efficient technologies on the threat of social narcotization, concentrate correctly efforts for drug business fight. In this case the basis should be single world vision basis, which core are such values as altruism, conscience, love etc.

Concerning new paradigm, directed on human conscious perfection and global threats counteraction, reborn of civil dignity the discussion by Russian scientists is led for more than a decade. To these problem works of scientists of International Academy of Social Technologies and Russian State Social University and others are devoted [4]. In particular, Ikonnikov G.I. and Ikonnikov N.I. notice, that a part of socio-cultural specification of Russian society is a concentration on sanctity of group-wide sociality and that is why it is necessary to correct deformed for recent two decades values. Russian politics and legislators should take into account folk mentality, "which is expressed in cooperative (communal) adherence and friendly approval, intolerance to unfairness, sympathy to wretched, dedication and religious (and in any case) spirituality, patriotism, heroism..." [5].

#### Body

The problem of pernicious, destroying life human dependencies is a subject of exploration of many sciences. Modern information society strengthened an influence on psycho-emotional sphere of a human. Any of us may become a hostage of information programming, negative influence of information on our physical health and psycho, which may provoke various destructive seemings, occasionally insensible by us.

Usage of substances, which provoke conditions of deviating mentality, psycho and physical dependence from them, is one of the most dangerous forms of addiction [6].

Drug addiction, separately from many other dependencies is not new and had appeared, likely with genesis of humankind. About this the legends and myths of many folks tell us. With this if earlier drug inclusion was determined by some religious-mystic act, nowadays the scale of narcotization reached critical point and for many states, including Russia it is one of threats to human being. In this regard it is necessary to analyze reasons, factors, stimulating drugs usage by human and search effective instruments of prevention of this threat. Definitely one of the main external reason of narcotization is the wish of money booty, greed and lack of principles of drug dealers and their powers that be allies. But even with the increase for recent decade production share and sale of drugs not every man becomes their consumer. The argument in this case is social constituent the so-called "risk group" in society. However drug addict become and through and through trouble-free people: children from trouble-free families; young people, which have a profession; through-and-through mature

personalities, which by some “occasion” get used to this pernicious occupation [7].

Among the reasons of psychoactive substances are called:

“ - Search of pleasure, good mood, artificial, induced by chemical means euphoria and activity increase;

- An attempt by means of chemical substances get rid of thin times and state, bad mood, difficulties in socializing and others.

Curiosity and searching for new feelings provokes a drug usage initiation” [8].

In Internet network it is possible to find any information and choose for yourself an activating or sedative drug substance [9]. With all this reasons of drug addiction are likely to underlay much deeper, than it is appeared to be on the everyday level and their negotiation requires modification of value points and probably archetypes of consciousness.

The problem of a human, who in view of adventitious addiction cannot exist adequately in socio-natural environment, fully provide himself with life activity resources, satisfy spiritual and cultural necessities for acknowledge and search of infallible methods of its solving. This importance is conditional in that, perhaps, this is one of the questions, which answer will aloud orienting human society quality new spiritual stage of its development.

Global destructive processes in human society, is conditional in power of geopolitical, ecological, cultural-ideological and religious problems, create spiritual vacuum, estrangement of people towards each other. This egoism generates aggression, xenophobia, flagrant destruction of man by another man in during wars and local confrontation. In Russia spiritless in substance reforms of 90-s led to dissociation of once upon a time ideology of cultural entity of Russian people and values degradation. We do not idealize preexisting social structure, but denial of succession as negative and positive historical experience encouraged forming of a new human – “individualist”, who doesn’t unconscious himself as a citizen of his country, indifferent to entity of unitary world social organism on the planet. Majority of Russian people stay face-to-face with their problems. With this, the level of country economical development doesn’t afford to support Russian citizens, which are in difficult situation of life, with the help of social legislation. In its majority, drug addicts themselves and their families became pariah in society.

This is also an argument for understanding and acceptance of new paradigm to solve this problem. In the basis of its idea should be human perception with any departure from good practice, any form of psycho-emotional and physical bondage

not like a man with problems, which must be censured, dangerous for society, a man with “stigma”, that is a seal of ugliness, but as a man with some kind of “atypicality”, who needs in help and support [10].

By means of this help all participants of helping will get spiritual and emotional satisfaction, based on the conscious of their “pertinence”, entirety of finding an individual “self”. This idea is present in systems of Russian philosophers – Frank S.L. [11], Florensky P.A. [12] and others; doxy of Christianity and Budhism.

In this connection it is important to explore on the books world experience in solving of the present problem, gear it to Russian realities. The problem of state is consolidation of society’s efforts, propagandize an active civil, personal position in this direction, motivate each member of society in creation in itself denial any negative dependence, in kind-hearted attitude to people, who have this addiction. The basis of each initiative at all levels in solving this problem is efficient organization and scientific-methodological component, based on involvement in this job of each, who affords the choice of altruistic approach to your own life, attitude of care to people, surrounding you and yourself. It will afford you to feel needful, solicited, creating your own destiny and a destiny a person, who close to you. Created on this basis technologies will encourage palatalization of aggression in society in general, will help come to quality new stage of spiritual evolution in harmony with socio-natural environment [13,14].

We offer determining a fundamental condition, a method of modern society paradigm of modern society, which is directed on motivation component in any forms of addition negotiation, drug addiction inclusively – an actioanymic, that is action + soul (action + anima (Latin)). (This method we also considered in connection with rehabilitation process [15-17]) Such approach will allowed us to orient a human on world perception, based on conscious will in creation of such values as love to close fellow and yourself, tolerance etc. An actualization in your own conscious of altruistic qualities, mercy, justice out of egoism, in entity and harmony with surrounding world (my conscious is a part of assembly of “humanity” accomplishing); mutual duty and responsibility.

## Conclusions

It appears that we can completely stand against narcotization and drug business only in case we accept one whole system of ideas, world vizion position. It is clear, that drug business is patronized by imperious powers, cuse for them a production and

distribution of drugs is a means of genocide and control over population and to struggle against narcotization in the form of prophylaxis and drug addict curing is the same as “fan the breezes”. In order to contradistinguish something to these forces it is necessary to outdo yourself, consider this problem as supernatural.

The importance of accepting a concrete system of ideas, underlying in the basis of a new world vision, notes Gotchina of all, an informational level (religion, mass-media, child-rearing practices)” [18]. As you L.V.: – “National ideology of state must support healthy society by usage, first know, paragraph 2, article 13 of Russian Federation Constitution says: “Neither ideology can be established as state or obligatory” [19]. Unconditionally, this norm is necessary to change. State, national ideology must reflect striving for peace and entity of all humanity.

A process of forming the world vision tradition, paradigm with the aim of counteract and fight with global threats is viable to start with development of educational technologies, a system of outreach campaigns, directed to propaganda and education of civil and human charge in yourself and for yourself, for society and socio-natural environment in general [20-22].

However the reality of narcotization threat preventing depends on the effectiveness of international communication. Nowadays, unfortunately as always, geopolitical interests act on the front burner and problems of safety of existence are estimated through their prism. Struggle for peace, no to drugs etc. Bumper stickers stay oratorical [23, 24].

In this connection its worth mention an utterance of Karl Popper about the great scandal in philosophy, consisting in that, “while, everywhere around us dies nature, – and not only the nature, – philosophers continue seriously discuss the question: Is this world exist?” [24]. That is it in such context we can consider the efforts of the international community in majority questions solving, which quality is confirmed by results of getting worse the situation in the world in many spheres.

It remains to us hope on our common sense and rationality.

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