

SYNDROME OF CONTEMPORARY SOCIUM SUCCESS: OLYMPUS OR DEFEAT?

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ABSTRACT

An unrestrained aspiration of modern humanity to happiness, veiled under the psychology of success, leads to serious mental deformations among a huge part of Russian state population. Few people notice the seriousness and the danger of the all-absorbing syndrome of success and leadership. A man falls into the slavish fetters of external influence, leaving no place for his own mind. He strictly operates according to a precisely specified scenario from the outside. Distancing from reality, in which there is no obedience to genuine and reliable categories, individuals are turned into simulacra step by step or rapidly.

Keywords: success, leadership, social phenomenon, stereotypes, self-esteem, life strategies, personal significance, destructive positions, social groups, manipulation of consciousness, public recognition, psychology of success.

INTRODUCTION

Any hypothesis can exist without empirical research, but only as a small cloud projection without a grounding point. The collection of logically consistent evidences in one scientific design allows you to occupy a certain niche in an information bank of scientific research. Any concept carries different discussion positions and can be subject to opposition, but this can not exclude it from the life space of the empirical base.

A full acceptance or denial of a social phenomenon forms new discussion platforms [1]. The alternative ways of public field social reality understanding allow us to expand the microcosm boundaries of one phenomenon, showing it in all multidimensional magnificence.

The multilateral knowledge about one subject increases the degree of resistance and the level of human resistance from an undesirable influence of pressure agents that have filled all the niches of the public field today.

MODERN UNDERSTANDING OF LEADERSHIP AND SUCCESS

Nowadays, they developed a multi-layered layer of hypotheses and evidence confirming or refuting a phenomenon, however, the obsession with "generally accepted" dogma and its large-scale cultivation drowns out the sounds of new postulate awakening.

The end of the 20th century was marked by the emergence of new stereotypes, cults, patterns of behavior, idols and traditions. The old meaningful meanings were being destroyed with the hurricane power. The philosophy of leadership and success took the Olympus of values like the two-headed eagle. It has become a subject field for study [2].

Simultaneously, self-esteem, a sense of own importance and superiority, the desire to be the first, to live not like everyone else awoke among the majority. New incentives have generated a number of multifaceted social activities. The life of individuals began to be filled with a new tense semantic content. The comprehension and the vision of oneself took place in the total destruction of unusual concept field. The

search state of people shifted towards the new schemes of happiness. The intensity and the power of transformations filled all segments of social group life.

At all times, any state felt the need for infallible leaders, for whom honor, loyalty is higher than popularity ratings, moral greatness is more significant than the fame, desire and striving for disinterestedness, and not corruption and bribery.

The viciousness, cynicism, emotional devastation of modern leaders, from family ones to the heads of some states, dominates over ethical norms, nobility and self-sacrifice [3]. One can't say that this situation is inherent only in the modern world. At all times, such qualities as depravity, wickedness went hand in hand with the lords of destinies.

But in the modern world, the processes of artificial multiplication of "successful" leaders have increased countless times. "Factories and plants" stamp "happy" clones, callous ersatz people and biological machines on their conveyors.

Also in any epoch, among the status obscurantism there were small impregnations of majestic, selfless souls whose life conception could not be broken under the pressure of possible financial personal gain and the bright prospects of a throne place. They did not fall into the average standard of the era.

It is necessary to understand that a true social recognition and love are possible only if an individual does not set such a goal. The initial message of his actions is aimed at a specific activity result obtaining, and not on world fame.

IDEAL PERSONALITIES

There are many proofs of this. Let us turn to the consideration of specific standards by the means of exemplification.

Konstantin Eduardovich Tsiolkovsky is the founder of modern cosmonautics. His devotion to the cause to which he devoted his whole life is an image of his thought purity. Self-interest, self-love, self-glory were never his companions. He was modest in everything, in everyday life, in relationships with colleagues, students and friends. He understood and realized the scale and the significance of his activity results for the whole world, but he never allowed himself to think of self-praising.

A great scientist lived very modestly, one can even say poorly. The environment was amazed by the poverty in which the researcher lived with his family. Almost all the income that he received, he spent on materials necessary for scientific experiments and research. He bowed before the greatness of the Cosmos. Money, fame, power could not overshadow his mind.

K. Tsiolkovsky proved the frailty and the senselessness of material goods. In his work "The Ideal System of Life" he associated property with bitterness. He writes the following: "If my needs are met, then why do I need property?" However, it gives an opportunity to satisfy whims, an excessive appetite, ambition and power, but it's to my detriment. Whims in food give birth to different rheumatism, gout, indigestion, nerve disorder and deteriorate health in general. Ambition and power corrupt people. Women relax the mind and body. The satisfaction without a harmful excess is better! A bridle to animal human passions is good for him. Power and wealth not only corrupt us, but also our children, our relatives and helpers. Worship, indulgence, flattery and honor are especially pernicious at the young age, when a soul is so sensitive and unstable [4].

Material poverty is incomparable with the wealth of the spirit that the founder of astronautics possessed. The constructive vision of the Universe by K. Tsiolkovsky struck by the range sounding of his deeds and the answer of the cosmos to his work.

He is a representative of the inconceivable rare gift of genius, not tainted with farce and cynicism. Constantine Tsiolkovsky created for the benefit of a global scale, and not for the hypocritical lists of idolatry.

Mahatma Gandhi. His name is related with India independence from Britain. His philosophy of non-violence, "Satyagraha," which means "firmness in the truth," formed the basis for international movements that stood on the platform of peaceful change. The effectiveness of his concept of nonviolent policy has been

proved in practice. The path of more than 30 years had its fruits.

Hurry to do good - this statement belongs to a Russian doctor of German origin, Fyodor Petrovich Haaz. His contemporaries called him the "Holy Doctor". He was one of the first members of the Moscow Board of Trustees on prisons, at the same time he held the post of the chief doctor of Moscow prisons. Under his leadership, new prison hospitals were built in Moscow. He did his best to expand the old hospitals. He tried to re-equip the hospitals, in order to improve the conditions of stay for beggars, vagrants, prisoners and serfs.

With an incredible perseverance and assertiveness, "Holy Doctor" fought to alleviate the bitter fate of his prisoner wards.

According to the sources: "His faith in a man had no boundaries. After the uprising of the Decembrists, they spoke much about the lofty ideals of freedom, equality, brotherhood in the Moscow salons. Dr. Haaz always objected to this: "Freedom has always been, it is everywhere, the Savior Christ has given us freedom. Everyone can freely decide if he wants to do a good deed or a bad one, to do good or evil. And equality has always been and it is the equality of Heaven. And brotherhood has always been. And it can always be; It is only necessary to remember the lessons of the Savior. Every Christian is a brother to all people. Helping the disadvantaged, Haas was never interested in their origin, nationality, or religion. Orthodox, Lutherans, Muslims, schismatics, Judaists are among the people he saved" [5].

As we see, all of them did not belong to the same social status, nationality, religion or occupation. By their actions, they destroyed, not intentionally, of course, the usual hypotheses and the assumptions that people of a particular social group should have the same set of qualities and activity models. None of them proved their uniqueness.

All actions and deeds were directed to creation, inspired only by one desire - to serve people. The service was of a grandiose fateful character not only for contemporaries, but also for their descendants. Their vital function had no utilitarian greed, in the sense of personal gain. They could change the course of history, through virtuous deeds, distancing themselves from the methods of coercion and lawlessness. Concentrated on their desire for the good of all, they were not interested in the popularity ratings of the tabloids. They did not invest their humanity in people, for the purpose of subsequent regal idolatry. They were aware of the praise inferiority for any person, and for themselves in particular. People of honor did not allow to be deified. Meekness and kindness did not leave them for a second. They are the representatives of a special estate, whose life is filled with a majestic creative concept - the benefit of people, regardless of their social status.

An unhealthy obsession and the obsession with the importance of their person in the social space is not characteristic for them. And at the same time they did not burden themselves with a false consensus, so common in society.

The criterion for the truthfulness of their actions was the inexhaustible vital energy, the renewal and the transformation of which occurred through the accomplishment of invaluable benevolent actions. The law of universal equilibrium worked. A person receives by giving.

Unlike ordinary people, who are constantly waiting for rewards and hope for praise, an elite cohort did not wait, but simply was constantly in a state of light production. Only others have lifted them to Olympus. Someone in life was honored with such an honor, others were estimated by descendants.

THE MEANING OF THE WORD "LEADERSHIP" AND "SUCCESS"

This work distances itself from the next lament to the eternal controversial and whining topics "everything is so bad", "everyone is so stupid", "what will become of this world". The authors want, at least temporarily, to slow down the race attraction for those who are fully involved in an intensive process of leadership and success achievement.

Initially, let's turn to the meaning of the word "success". We are interested in the work by Nefedova N.I. "Social notions of success" [6], in which she refers to the psychologists with a world-wide fame, in the context of the topic under study. According to E.From [7], "success criteria are closely related to a person's profitable "selling" himself to society." A. Adler considered the concept of success in another aspect [8]. In the opinion of the scholar, it is appropriate to talk about the so-called idea of a fictitious finalism - the

striving for some final goal of life, even if it is unattainable. The solution of intermediate tasks along this path is the thing that determines success in life. In the same context, it is appropriate to talk about a man's constant striving for excellence. Such an aspiration is the main engine of society improvement and an important criterion of success in life for each of us. The awareness of one's superiority over others makes it possible to feel successful in a particular society [9]. It is generally accepted that "the success is impossible without a necessary level of material and spiritual goods" [10].

A very capacious definition was given by Dan Clark, who casts doubt on generally accepted ideas about success: "Success is the acquisition of desired and happiness on a superficial level. It is the achievement of goals without ideas. It is the development of life according to one's own scenario, but without inheritance and cardinal changes on a larger scale" [11].

The basic positions are laid in the generally accepted definition of success, to which individuals as well as social groups aspire [12], [13]. A painful desire for universal recognition prevails in the minds of the majority. The life trajectory of such people is directed solely at authority gaining and success achievement. Failures are treated automatically as a pattern, as a negative event.

LEADERSHIP AND SUCCES ILLUSION

A multifaceted activity of modern citizens in their striving to be first everywhere and in everything, reduces their energy potential and creative abilities.

It is necessary to understand that a true social recognition and love are possible only if an individual does not set such a goal. The initial message of his actions is aimed at a specific activity result obtaining, and not on world fame.

An unlimited information monopoly of leadership and success philosophy filled the entire space of a modern man social consciousness, becoming a constitutional dogma. Who today does not want to be a leader or a successful person? The answer is predictable. Only a small group will think and give its own version, and not the only one that dominates in society.

A monolithic fusion of leadership and success was uncontested in the life program of individuals. The era of success and leadership leads people to mental isolation, where there are no other programs of life and behavior, only to the top, for "the peaks of the Everest."

The wide-ranging illusion of success shapes destructive images of the dreams of unearthly all-consuming happiness in the mind of an individual. Mental poverty, wretchedness provokes a person to the actions that generate new forms of mental boundless mirages and fantasies. Fascinating, enveloping, lowering the threshold of phenomenon awareness taking place around, the authoritarian power of success philosophy are not capable to transform the society. Reproductive systems of "successful" states are violated.

Usually not stupid people, deceived by the success of others, blinded by the success of others, begin to try on the image of another's phantom, gradually turning into a faceless caricature and a formless hologram, and a feeling of rejection develops towards such a person [14]. An obscene behavior of a capricious egoistic individual is demonstrated in the veil of unreasonable happiness.

Fruitless, unconditional fantasies do not become reality often. A person, restricted by a false imagination, misses a real chance to go on his personal vital highway. Living in constant expectation of an impending giant, grandiose success, a disorderly individual loses sand grains of a true present moment. To project an illusion does not mean to experience it in reality. Being in the shell of the unknown, a person is deprived of the opportunity to see the evidence of what is happening. A zealous pursuit of success violates the demarcation boundaries, within which, the qualities of conscientiousness, cordiality, generosity, tolerance, the sense of beauty and artlessness were located decent for a morally sound individual.

The exercise of self-deception is the fear to encounter reality. A person is immersed in dreams if he is afraid to live. The one who believes that life is warped and ruined because of different circumstances, breaks away from reality and flies into the space of fictions and fairy tales.

The illusory trance brings to the merry-go-round in "splendor", "brilliance", which will then turn into a dusk.

At the same time, a lot of effort is spent to maintain the silk "pink" idealistic world.

Anyone can become an object of manipulation, from a housewife to a doctor of science. The circle of zombified masses is expanding, involving new victims in its ranks.

The social conjuncture of modern cold-blooded industrial states provokes citizens to formulate life strategies that would fill a person all day and night with one idea of being higher and better than others by all possible means. The amorphous mass, easily attracted by glorious promises, gives itself to the torment. Subjects are imposed with a specific picture of the world, robbing freedom to self-determination from them. A person begins to see the world only in one dimension, in which numerous definitions of happiness and success are concluded. All actions and deeds are given in accordance with the universe of success. Thus, a person sees nothing but "logically" built panoramic scenes of future success.

The media always stood at the service of the ruling class general line. They have always been given a key role to manage people. According to P.N. Kirichek "... modern media, in accordance with the audit requests, are filled with materials of a communicative (social-mobile) nature: people like the ways of making a career, the achievement of success in business, to manage a team competently. After reading and listening to such information, reflecting the possibilities of vertical and horizontal mobility within the current stratification, many people begin to program their daily lives, building the patterns of behavior, engaging in various trainings, and testing themselves" [15]. He also states that "... in the everyday aura of being and a person consciousness, his working, leisure, family space is taken up increasingly, or covered more accurately, like a smaller matryoshka with a larger nesting doll, another space - information one that is created in an alternating mode by various subjects of mass communication in the format of the dominant social culture in society" [15].

There is no place for a deep dissent generation in this mode, contrary to the reigning, constitutive concept of seductive success. Any maxim of the wise leads to irritation, resentment of anyone, carrying the virus of sweet happiness. It's hard to convince a person who tried on a "lucky" suit at least once. The shell, into which it enters, becomes harder and does not provide a chance to reach out to the voice of reasonableness. The magic of success lulls, plunges into a trance, making a person passive before impending real problems. The internal X-ray is turned off. Irrigation, protest become permanent companions of an individual.

The British sociologist Zygmund Bauman: "The spectacle of need serves as a timely reminder to all who are capable of sober reflections, that even a prosperous life is unreliable, that today success does not serve as a guarantee of tomorrow collapse absence" [16]. Not all contemporaries want to understand this. History shows an incredible number of examples, when the period of helplessness, failure and oblivion comes after a universal glory. Yesterday cinematic celebrities, singers, businessmen, politicians, having reached the peak in their careers, were doomed to failure and defeat. Madly obsessed with the laurels of fame, popularity, recognition, they crossed the threshold, beyond which the honor and dignity remained. It is no accident that suicide is a natural thing in creative professions.

The development of ineffective and unproductive schemes of social activity are dangerous for their entry into the rat race, the exit from which is possible only through illness, impotence or death if one does not adjust life priorities in time. Killing and tormenting yourself with the exhausting pursuit of mirages does not contribute to the embodiment of a precious universal mission.

Permissiveness in actions, thoughts, deeds eclipses the mind and leads to the paralysis of consciousness, apathy and depression. Having been tempted by another's chimeras, a man adds a dark palette of colors to his clear mind. A personal ontology is corroded by the acrid air of life-affirming principles, forming its own blissful theory of a new being.

The standardization of public consciousness, aimed at success, fixes the creative beginning. Preliminary proposed models of an individual become an instrument of destruction.

Mass expansion of success mentality levels the universality of an individual, weakens the evolutionary potential of entire states. The distributors of success ideology passionately want us to become the carriers of the viruses they spread. As well as it is necessary to parasites, they do not separate people on those to whom success is necessary, and to whom it is not necessary. Viruses impose themselves on everyone. They have a

unique ability to adapt in any conditions, unlike unicellular organisms, not to the detriment of themselves, as they think. The laws of the universe will put everything in its place sooner or later.

The magnitude of frivolity ground, that ignorant "successful" bacteria take barbarously from year to year, expanding the boundaries of the subordinate colonial territories and forming the army of neophytes, is striking. "Physiological saline" of the expected happiness penetrates so deeply into the "blood" of a person that the reaction to this dose can have irreversible and irreparable consequences.

Tomorrow grand ephemeral brilliance muffles the splendor of the present moment. The wisdom of the centuries teaches to live the present tactfully. Some modern researchers, taking as a basis the centuries-old knowledge of the ancients, recommend the ones, who live under the laws of the despotic market, to remember that "sacrificing happiness today for the hope that you can enjoy it in the future is at least inconsistent with the definition of happiness. Happiness means enjoying life right now, at the moment, and not in the past, which can't be returned and which has died, and not in the future. To miss the opportunity to enjoy every moment of your earthly life, counting on the fact that sometime in an uncertain future happiness will flow on you like the streams of rapid flow, this is the same as having fun not from the journey itself, but from its ultimate goal. Very often people realize that they were wrong too late." [17] Not everyone is ready to stop, to look around and slow down the feverish run.

A primitive, constantly insatiable, shallow mind is subject to influence. The presence of education, academic degrees and titles, a high social status in the hierarchical system of society is not always the indicator of an individual maturity.

That is why it is important to have true knowledge that allows you to distinguish false, false, distorted information flows from genuine, non-classified information. It is quite possible to agree with the opinion by N.A. Gosudarev that "the less a person knows, the more categorical judgments are; the rougher it feels, the more shameless his behavior, the less he reflects and experiences, the less doubt, the easier his life is. The formula for this lightness is the colossal energy of a healthy, biologically-formed organism plus an inner void, a herd reflex instead of an individuality. As the result - the type of vain-empty people. Almost according to physical laws of vacuum, emptiness swallows, sucks in other people's feelings (from screens and stadiums), other people's thoughts (the idols of mass culture)" [18]. The natural, instinctive begins to prevail over reason, common sense and only a paper document called a passport, somehow determines the belonging of such a living being to the human race. The element of herd prevails over sober thoughts.

At all times, non-personalized resources of influence, which include national values, norms, traditions, public opinion, rumors, gossip, played a significant role in the system of people management. Modern proverbs "If you have enough money, then you do not have enough imagination"; "Happiness is not in money, but in their quantity", "Money is not people, they will not be superfluous". The strength of proverbs is that they act axiomatically, and therefore they are accepted as pure truth, which does not require confirmation and impressive evidence.

SALERS OF HAPPINESS

When carnal, physiological needs and demands are drowned out by the spiritual ones, then a person easily finds himself in the grasping hands of "happiness sellers". In the author's understanding within the framework of this work, "the sellers of happiness" are politicians, the employees of PR and advertising companies, the experts in multi-level or structural network marketing, the creators of financial pyramids, the ideologists of "success" philosophy, the authors of scientific and journalistic literature, television programs, glorifying and extolling "success" as the highest virtue, coaches, psychologists, teaching the art and the tactics of seduction, machinations, resourcefulness, the salons of magic. All of them can be counted among the representatives of the missionary community of fake happiness, which is based on a peculiar form of ecumenism, the turning in "successful" clothing.

The seller of happiness has penetrated into each segment of social relationships. They flooded all spheres of socio-economic, political, cultural, religious life of society with their presence.

Each of us, at least once in his life got in the fetters and slavery of this cunning multi-level social and political company.

Having experience in defeat, deception, scam, a person is more aware of the significance of non-lukewarm deeds through this pain. In this paper, through numerous examples, we would like to turn people's thoughts to the perniciousness of involvement and inclusion in the philosophy of success and leadership. Step by step, an example after example we will demonstrate the disastrous and devastating actions of "sellers of happiness".

In the 90-ies of the last century, along with a massive reduction of employee number at state-owned enterprises, the post-Soviet space had an innumerable number of scammers burst into the world, calling for a new, luxurious life. Rogue-storytellers in the image of successful "managers", offered new forms of easy earnings. Taking advantage of the transit period uncertainty, people confusion and helplessness before the onslaught of reform, Ostap Benders promised a multimillion-dollar income for a short period of time. Pyramids, network companies entered into the purses of citizens with such confidence, which is comparable to the military seizure of territories. A political war between states clearly and specifically delineates the positions of the aggressors and the enslaved, then in the schemes of financial pyramids and network companies the victims are enslaved voluntarily and without the use of physical force. There are other sophisticated, disguised methods of psychological influence.

The researcher Yanitsky M.S. and his colleagues conducted the analysis of a series of forensic psychological examinations performed in criminal cases against several "non-commercial partnerships" operating in the Kemerovo, Novosibirsk regions and the Altai Territory and built on the principle of a "financial pyramid". According to the research group: "To solve the tasks aimed at citizens' fund taking, the managers, the consultants and the partners of partnerships used a fairly wide range of methods and the methods of psychological impact on potential members joining the organization. Such techniques and methods are an eclectic set of methods described and applied in various areas of practical psychology. The funds used in this case were grouped by us as follows:

1. Psychophysiological factors that contribute to conscious control reduction and the exposure to external influence increase.
2. Socio-psychological effects of crowd psychology, reducing the level of individual conscious control over his actions.
3. Manipulative methods used in the process of interaction and aimed to induce the implementation of the desired actions.
4. The methods aimed at an altered consciousness achievement, allowing to perceive received commands and instructions to bypass conscious control" [19].

Business trainer Andrey Pletnev, having an extensive practical experience in working with people, explains "the ways a manipulator gets from us the behavior necessary for him. The ways he "penetrates" into us and forces us to do things that do not meet our goals and intentions are also described. Not "desires", since we often do not want what we need. We receive information through our senses everywhere. By the way, professional manipulators use not only your eyesight and hearing, but can also, for example, put an "anchor" to a certain behavior during touching.

Further all huge flow of the surrounding information is passed through a certain "filter". This is what is usually called the focus of attention. Not all information gets to our "processor", which is responsible for the analysis and actions, but only the information which is in our focus. For example, if several people from different professions enter the same office, they will pay attention to different things. A designer will pay attention to the interior elements, a plumber will notice a "problem" heating pipe, a dentist will glance at someone's white smile ... The things that pass in our attention filter are directed along one of two paths. Either analysis takes place, decision-making (ideally taking into account intuition) and actions in accordance with this.

Or the "programs" are turned on in the form of instincts, stereotypes of behavior formed in us, formed under the influence of society and habits that have been developed in our country. On the second path, we act almost thoughtlessly and very predictably. As a rule, this path is used by manipulators. To do this, they need to give us certain information "at the entrance". By the way, words are not necessary for this. A manipulator

can even launch its own manipulation process. In addition, they affect our emotions, which are greatly dependent on our focus of attention. Then it is important to bypass the path of your conscious analysis and decision making for a manipulator [20].

CONCLUSIONS

Why are the ideas of "overwhelming success" adapted in the social space so quickly? A grain can not germinate in the soil unfavorable for him. It is problematic to force to do what a person is not predisposed to. If there were no people initially sharing the aforementioned life strategies, then the proposed concepts would not last long respectively. If a person does not have a certain platform for any forms of life experiences, then even the most tempting idea won't become an incentive to action. An internal mediocre and trivial picture of the world, being in a sleeping mode, one day gets out of control under the calling fanfares of "success." Recognition, imprinting, and then the syncretism of the external image with the internal one takes place, leading the trigger mechanism to action.

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