



ISSN 2726-6818

UDC 416.731.421.

DOI <https://doi.org/10.46805/dogma/maltsevjeanbaudrillardinstrument>*Phd Maltsev Oleg¹*

J. Baudrillard's Analytical Instrument Application Praxeology: Memory Policy Aspects Judgment

Abstract

Since humanity faces an era of new global threats, information challenges and cognitive construction and reconstruction, therefore knowledge of the phenomenon of memory in activity is aimed at educating the person in specific current historical circumstances, as a skilfull individual and creator. The purpose of the following scientific exploration is to represent a praxeological judgement of memory policy determinants and by means of application of the specific analytical tool, named "the Baudrillard's analytical instrument". With the help of this philosophical instrument we regard current issues and trends of subject's activity development, as well as its meanings and concepts within the most significant philosophical concepts and ideas. Thus, the determinants analysis of memory policy in socio-humanitarian knowledge in our scientific research involves a philosophical overview of the Baudrillard's analytical instrument results, fur tremor, regarding the social

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sciences and humanities results, as well as their interdisciplinary nature in understanding the essential aspects of the memory.

The demand to research the memory mechanisms in the development of human activity due to social time and space has determined the consideration of the relationship of memory with social time and reflecting the activities of subjects and its results over time in transmission from generation to generation.

A praxeological analysis is intended to study the content of the phenomenon of memory policy course in the 21 century, as well as its representation of the praxeological content of the memorial processes, i.e., concerning the personality and one's memory significance for the sphere of individual activity.

In the current point of politics activity dimension the memory policy courses within the Ukrainian society on three scales of the Analytical tool of J. Baudrillard are investigated, i.e., time, scaling, and intelligence issues. That determines the consequences of the memory policy that are currently implemented, as well as their impact on Ukrainian society in causation-consequential aspects of development and configuration of the Ukrainian state and civil society manner, to the extent of personal consciousness and individual self-awareness, knowledge, and perception of ancestral heritage, its values, as well as national identity perception and self-awareness representation as a subject of being and activity.

Key words: memory, memory studies, memory environment, memory policy, phenomenology of memory, Baudrillard's legacy, memory about Baudrillard.

Introduction

Philosophical study of the phenomenon of memory challenges interpretation of the subject field of research as an object marked by this concept throughout its progress. In the present research of memory as a profound system, we overview the fundamental memory concepts, i.e., the categories on which it is grounded.

Concerning the unity of the ontological, epistemological, axiological, praxeological focus of study attention is concentrated in the memory policy, as the implementation of holistic, systemic actions in the strategy and tactics directed to the development of conscious personage.

The study of the memory phenomenon guides our attention to the history of its perception in philosophy i.e., such research fields, and subjects that succeeding converted a research

source for the development of the memory philosophy. Therefore, we consider the philosophical context of the definition of memory in the socio-humanitarian sciences and philosophy, the concept of "memory", its subject field, studied by psychologists, sociologists, historians and philosophers.

Praxeological judgement of social time and space as an objective basis for memory in the development of activity reveals a theoretical study necessity of the memory policy issues in the development of human activity. Social time and space determinants require the philosophical judgement of the connection of memory with current social time and space trends (especially in Ukraine), as well as the reflection in it concerning the activities of subjects and its results in time in the cultural transmission ascending from generation to generation. The study of the influence on the memory environment of social time is represented, as well as different types of time, its modalities (in the unity of the relationship "space-time" in the world picture) are considered in "arrow of time" research, i.e., in the "past - the present (modern) - future" activity representation model.

In the following article we apply the Baudrillard's analytical instrument to analyze the determinants and areas of subject field of memory policy aspects concerning dialectics of 'subject-object' interrelation, in the unity and integrity of the current courses in the memory policy implementation in the social time and space of society in 21 century.

The purpose of the following scientific exploration is to represent a praxeological judgement of memory policy determinants by means of application of the specific analytical tool, named "Baudrillard's the analytical tool". With the help of this philosophical instrument we regard current issues and trends of subject's activity development, as well as its meanings and concepts within the most significant philosophical concepts and ideas. Consequently, the determinants analysis of memory policy in socio-humanitarian knowledge in our scientific research involves a philosophical study of the social sciences and humanities results, as well as their interdisciplinary nature in understanding the essential aspects of the memory.

The current crisis of philosophy in general and the philosophy of memory in particular, as once defined by the American philosopher T. Kuhn (Kuhn, 1975), is a prelude to the development of new theories, so our research regarding the phenomenon of memory (was conducted in Memory Institute in 2016-2018) is aimed at achieving an answer "what are

the current memory policy determinants in Ukraine", as well as their epistemological, anthological, systematic and praxeological issues.

Materials and methods

To begin with, we research prevailing trends in memory policy and its results, first of all, through the prism of the activity approach, we implement the principles of unity of historical and logical, as well as about efficiency. In the unity of the ontological, epistemological, axiological, praxeological focus of study attention is concentrated in the memory policy, as the implementation of holistic, systemic actions in the strategy and tactics directed to the development of Ukraine.

The set of criteria and measures is recognized as strategic, tactical and methodological supervision to socio-cultural transformation, in the first place, in the field of learning and self-education, aiming at teaching a responsible person, the subject of his personal life, who shares a set of relevant skills and knowledge (within 21-century requirements), not only regarding the heroic past, but also the knowledge of the ways past allows any individual, any single person, any citizen of Ukrainian society, concerning and interpreting the lessons of history, consciously navigate his life and goals today, as well as assuredly frame pictures of their worthy future (Schulga, 2011).

Furthermore, regarding the praxeological judgement of results achieved through the Baudrillard's analytical instrument application, we overview the philosophical analysis of current trends in the politics of memory concerning the distinctive example of Ukraine.

The current situation is obviously disappointing: in the complete absence of maturity of modern Ukrainian society, in the absence of knowledge of the past and the roots of personal identity, in the absence of a single philosophical doctrine of the development and formation of public consciousness, today the Ukrainian citizen society is at the junction of inconsistent values: at the junction of memory and oblivion. Under such circumstances, a conditional "diagnosis" of the individual's condition (as a citizen or member of Ukrainian society) our time is a borderline state, and often the destruction of personality, stagnation in the formation of identity, the consequence is a decrease in the capacity of conscious subjects or deviant, and often delinquent behavior (Lepskiy, 2012).

Results and Discussion

The represented axiological and praxeological study is aimed at analyzing the values of historical and social memory, the ways and consequences these processes of erasing memory reflected in the state of contemporary society following the precise example of Ukrainian issue. For epistemological research and ontological awareness of current trends in the politics of memory and its consequences to objective judgment requires a tool. In our scientific report, it is proposed to use a research tool, an analytical tool of Jean Baudrillard, developed and interpreted by the author as a result of a practical study of the memory philosophy (Baudrillard, 2006).

According to this analytical tool, there are only three scales: intelligence scale, time scale and 'scope' scale, in the interaction of which it is possible to explore the environment of memory and the state of trends, occurring in this environment (Baudrillard, 2004). Moreover, we believe it is quite important to represent the analytical tool since it allows the researcher not to limit himself with simulated components of the environment of modern hyperreality, but analyze any data acquired; especially it is always relevant to verify the results of the analysis.

The task of this stage of scientific exploration is to apply Jean Baudrillard's analytical instrument and use three scales to represent the memory policy course, i.e., such state of affairs resulting in the memory policy manipulations, its deliberate erasure and modification.

Manipulative and simulated memory intentional deception acting (including facts replacement, memory order complication, history rewriting, logical equilibrium, etc.) produces false history and non-real data, inscribed between the lines, allows one to do the following.

1) Applying the intelligence scale.

To begin with, rewriting history and erasing memory facts is organized, most probably by groups of people who are in power-charge, for instance, the politicians (sharing their private interests) or officials, being under "external control" (so-called the integrity of society defensive figures) - these actions mentioned identify a the massive tendency to dull and primitivize civil society, as a consequence (Baudrillard, 2006).

As a result of such a vector of memory policy effort example, the following tendency takes its place: the "ruling elite", i.e. the ones making the order, manages textbook rewriting and convey artificial changes to the memory policy, since they are in a command position. Within their "hands" there is potentially the entire volume of memory data, like 100%

heritage existing; in accordance, such representatives can move (intentionally decrease) civil society intelligence scale and, in fact, make fools out of the civil society representatives, who are unable to know, learn the whole data scope and operate it deliberately (Giddens, 1994). Such subjects, furthermore, are ontologically destroyed, since epistemological, axiological and praxeological axis of subject of development is removed from their life in course of memory policy described. Hence that is the consequences overview of primitivization tendencies.

Principles of the intelligence scale interpretation (according to the research conducted by Jean Baudrillard and his followers Thierry Bardini and Lucien Oulahbib) logically are as follows: if the intelligence scale goes up (intelligence increases), a person at this increased level feels more ignorant (Baudrillard, 2017). Consequently, it is enough to overestimate the scale of intelligence and the average society representative, knowing nothing about the key of the current memory policy, become powerless. For instance, one is powerless nowadays trying to understand the issues of memory phenomenon.

Moreover, one may even spend his entire life trying to think over that and never succeed. Relevant examples should be provided not only concerning the subject of memory research. For example, such categories as "business", "consciousness", even "science" and "philosophy" - incredibly high level of intelligence must be possessed by man just to operate with these categories independently and be capable to implement their practical and applied meaning. Yet, many members of our society (certainly, being the result of simulations and simulants in science and history) truly believe, that this is beyond human imagination, understanding, and most importantly, real necessity.

The intention to overestimate the bar of the intelligence scale after a direct decrease in the level of education of the population (which is also a product of the implementation of the education policy for the modern Ukrainian social area) in the field of phenomenology and history has turned so significantly obvious, that on the verge of simulated scientific work does not reflect the essence and does not provide answers to the civil society, and neither it does regarding business and its interests (Grave, 2016).

The consequence is as follows: level of education and ability to learn (these are the characteristics of subjectivity), do not correspond to the phenomenology of memory, because it is "too complicated". Moreover, any complicated or difficult information is boring for the person so it causes a natural and involuntary rejection. Instead, in "renewed education" there is a replacement of complex and interdisciplinary, and most importantly, of that, which will be useful in the future from an applied point of view, on the simple, convenient, fragmentary, not universal and integrity, which means, still ineffective (Baudrillard,

2006). Not unexpected is the fact, in this series, there are quite distinct reasons, the youngsters frequently discover the history of their native land monotonous and tiresome, full of obscure dates and required as a discipline only for qualifying state exams and while starting further education (university exams, for instance). History is not perceived as something practical or applicable but is a data learned and forgotten having taken the exam (Volovyk, 2011).

2) Scope scaling interpretation

The second principle in the logic of the analytical tool of Jean Baudrillard application is the following: the simpler the information distributed in the environment is, the faster it scales. The more complicated the compilation of information data is, therefore, scaling is worse (That is, fewer people want / able to deal with it) (Baudrillard, 2006).

The scale should be considered as the ratio of the number of people within a geographical area to the level of information dissemination (Baudrillard, 2004). The scaling (or 'scope' alternative) implies universal principles of scaling within different reference groups and social institutions, whether its 'individual - family' reference groups or communities, i.e., the considerable social groups, like the 'civil society' or 'citizens - electorate - state', 'civil society-state' dialectics or 'state - business' social coherence, etc.

3) Timeline analysis (fractal scale)

To start with, in the spirit of the tradition of J. Baudrillard we shall analyze the time factor, as a destructive factor of memory-cultural heritage of each nation (in the absence of interest and measures to save their heritage). This process is characterized by metaphor: "Time is natural memory killer". So, with the current policy of erasing memory, the time factor only intensifies and multiplies the "mashing" of history, disappearance of objects and even places of memory (Baudrillard, 2015).

Socially-temporal modality and dynamics thrill even those levels of intellectually educated society (the logical and actual basics, etc.), which have long been considered inviolable (Bauman, 2004). This is particularly apparent within the use of Internet technology and the creation of fake discoveries, classification of non-existent events of the past, new "books", intentionally composed, and so on. The technological level of the Internet-data processing and generation of "new products" of the simulated non-existent history, Unfortunately, today, is no exception. Moreover, even if there is a group of people (or mass), the intellectually raised and trained people, who can process data objectively and logically today, to separate facts and truth from simulacra and fiction, still, as the time passes by, any historical data is depreciated by new trends and requirements, regarding the 21-century dynamically changing environment (Rubinstein, 2000).

Timeline represents a scale of approaches of epochs (starting with the approaches to be able to get food in a primitive society - coming up to the approaches of the 'era of the future', i.e., the fractal era of philosophical understanding of the praxiology of information in the unity of the past-now-future "arrow of time") (Baudrillard, 2006).

Logically sound and relevant to the principle of objectivity is the conclusion, that regardless of personal preferences, goals, and aspirations, representatives of European society live in a special information environment, i.e. the world is expanding in merging with hyperreality. That tendency increases a destructive idea, for instance, that 'pressing buttons on the computer' is the only skill relevant for a person today.

Moreover, today usually a student believes he no longer has to know anything; after all, "Google knows everything you need". That causes the stereotype "why struggle, trying to learn something on your own and spend energy and time on it, if it is possible to survive, having redirected the full responsibility on the computer and social networks, as well as the other communication channels (Lepskiy, 2012). Nowadays one does not have to study, he only has to be capable to tap the search queries.

A person living in hyperreality does not require to comprehend anything since he just wants to know the profitable way to adapt and occupy some position allowing him to share or not to share his viewpoint. Furthermore, there happened even new 'regulations' jobs and new professions - the SEO, bot-operators, content writers, copywriters, 'targetologists', and others, - the people who provide this hyperreality process (Lepskiy, 2012).

The most significant trend and consequence of the memory policy is a primitivization and reduction of the level of modern education in the country (Popov, 1951). There is no decent education, including education submitted today that is in fact, irrelevant since there are no approaches to managing with memory categories: role, habit, mechanism, tool, heuristic model, environmental management, figures of authorities, since all these categories and concepts do not exist in advanced education, yet excluded.

Solely facts are provided, without any practical training program, and the ultimate goal of why-then learn for future activities and practices. Instead, education of obedient electorate (as a result of majority opinion management), after all, the educational goal is also excluded from the threefold goal of studies (i.e. the knowledge, skills, personal development) (Weber, 2005). It should be taken for granted as an example, in the United States, D. Trump conducted his last election campaign on Twitter (social networks used as a tool for attention management and the formation of the opinion of the passive majority); as a result this political figure won his campaign, using targeted advertising on social networks.

Next step we intend to dwell on the main provisions of the application of Jean Baudrillard's analytical tool, essentially defining its principles regarding the realization of memorial tendencies in the Ukrainian environment.

The determinants of memory optimization as a state activity and the activity of civil society require a comprehensive approach, which is intended to take into account the regularity of that, that the higher the IQ (most do not have access to effective truthful information and tools) in contrast, the smaller is the scale of the people, possessing this information (or able to understand and apply it) (Baudrillard, 2017).

The second objective outlines the factors of degradation and destruction, since current memory politics should resist oblivion. Reducing the intelligence scale in education to the minimum increases scaling, primarily is not concerning activities only, and imitative behavior, but the action of the force of time makes the past erased (it gets forgotten). Furthermore, that means the social amnesia is expanding (Gigerenzer, 2002). That means, to control zoom, in the mode of the dialectical unity of civil society and the state, as sources of society, one needs to control (or manage) the scale and timeline (Baudrillard, 2004).

The rank of the application and unity of epistemology and axiology in the key of philosophical understanding of the analytical tool of Jean Baudrillard practical application is that it allows: 1) consider developing trends outside the environment, that is, not as a participant, but as a researcher; that also allows one to stand outside the produced mass of simulacra and simulations; 2) simulations and simulacra, both fake and artificial (including ones in the field of political measures to erase the memory and careless attitude to culture-historical heritage) all that does not affect if a person knows about the existence of these trends and how logically they might be implemented (Baudrillard, 2006).

Consequently, such an individual, having received for his practice an applied tool, might autonomously "filter" data. That makes one capable of cognition and increases personal efficiency, and hence subjectivity, in the purposefulness and significance of performance, thereby forming a set of relevant data and knowledge. Moreover, since the philosophers of antiquity spoke, the one knowing possesses power, including, and power to control their destiny (Szondi, 1956).

We believe it is significant to outline the fact, such a phenomena as the memory 'gap' or absolute oblivion characterises a contradictory ambivalent process, for which, on the one hand, at the level of slogans and proclamations a person is subdued to ratification of the

heritage preservation and its various study, research, concerning scientifically-philosophical understanding issues; on the other hand, there is a regressive severe trend of loss of this heritage, as a natural consequence of the loss of interest as a civil society, and the state, to the past, to the reflection of historical and social heritage, due to changes in the quality and complexity of today's tasks and the unpredictable picture of the future (Sutton, 1998; Taruta, 2007).

This point is associated with the problems of politicization of historical memory, since the principle of historicism and objectivity is lost, and history serves as a justification and mobilization tool of the electorate in elections or in mass political events (Baudrillard, 2006).

As a result, there is a destruction of human reproduction, its sociality and characteristics of universality, i.e. the 'humanity disappearance course'; the loss of the philosophical axis of personality formation as a subject of being; destruction of reproduction in biological and social sense), and, so, extinction and regression of the society reproduction as successful subjects of activity in the sense of the basic and actual skills acquiring is defined (Baudrillard, 2015).

Axiological (in the sense of universal human values, its essential forces) comprehension of measures and trends of memory policy in relation to the Ukrainian community, like never before, is relevant and significant today, since 2012 year determined a brand-new, unknown and geopolitically unpredictable vector of future development. Moreover, the representation of the future, as well as forecasts of social and political transformations of the future, goals of the future, new future professions etc., these aspects variously generate a wide field of future perspective researches (Ivanova, 2001).

However, such an understanding of the future from a practical philosophical point of view seems implausible in objective terms without profound perception of the present and knowledge the lessons of the past. It is required to conduct appropriate "errors examination" and technologically-applied memory policy research, which is also directed to optimize the fruitful formation of new comprehensive measures in the development of memory policy (Lepskiy, 2017).

In terms of the unity of ontology and praxeology, at this point policy memory trends drive in reasoning to the conclusion that, in recent Ukrainian socio-cultural space the vector of memory politics is not just underdeveloped or evolving, but the very policy of study, preservation, philosophical knowledge and technological application of our heritage is in its infancy, and is often fragmentary and flawed in the politicization and simulated construction of the past (Baudrillard, 2015). As a result, historical simulacra and historical

gaps in the integrity of genesis are formed in the process of both Ukrainian state formation and civil society (Grave, 2016). Consequently, this fixes the concentration of the orientation of general political and cultural vectors of memory to erase the Ukrainian identity and self-consciousness of Ukrainian civil society, of which as universal, and it turns out special and separate, in community identification, social institutions and groups (Zlobina, 2016). Among the reasons that determined the aforementioned conclusion, firstly, we shall remark the following: erasing history and deleting historical documents direct course (Baudrillard, 2017). Meanwhile, in European countries, there are processes of digitalization and photographic duplication of ancient sources and bringing libraries to a new quality level (as data storage, and creating conditions for access of enthusiastic people to them), yet in Ukraine, it is vice versa, since there is cultural indifference expressed in the end of libraries and museums, reduction of funding, etc. (Zlobina, 2016). Many rural libraries and town libraries are simply closed, the funds of these libraries are not assigned anywhere, but simply cease to exist over time (rot, or theft occurs). Museums and archives often do not comply with the rules of storage of exhibits and historical documents, over the lack of funding (which means, there is a direct disinterest in maintaining and preserving the cultural heritage of the Motherland) (Lepskiy, 2017).

One of the most explicit and significant processes of erasing the history of the Ukrainian people was named the "memorial wars". The nature and origin of this phenomenon arises from the previously described issues, i.e., as each new political spectrum of forces modifies the former history in order to substantiate its own policy line and future political acts and transformations, consequently, if political influence changes, former "patrons" and "heroes" often turn into liberals, traitors or are rewarded with other antagonistic statuses (Zerniy, 2009). Countries (as objects in historical sense) are also actively involved in memorial wars and further interpretations, especially neighbours, and global players on the world stage, on the world agenda (Lesch, 2003). That significant fact is, in Ukraine there is a deliberate rewriting of history, that often "coincides" with changes in personnel and changes in political forces in Ukraine, determining the politicization of history, and hence the discrediting of historical science. History textbooks for schools and universities are being rewritten, on average, every 3-4 year, as well as a number of facts are erased in them; the logical structure of historical narration is lost; there is no methodological approach, but it is replaced with "necessary facts", which are relevant from the viewpoint of political managing forces who are interested in the reform of textbooks on a reason. (Schulga, 2011).

Attention should also be paid to the fact, in the study of history and education of the young generation, the so-called "past of the Ukrainian people" and its rich history for a group of reasons does not emphasize the heroes in working with figures, on the authorities - t.is. on those figures, who in an era of change and important events have not only been able to express themselves as individuals, but also to demonstrate a number of skills, relevant at that time skills, succeeded and the meaning of "pontifex oppositorum" (Szondi, 1956).

Following the doctrine of memory and concepts of the academician G. Popov, essential training and acquiring new skills is impossible without a figure of authority (Popov, 1951). The history without a heroic past, bypassing the figures, who left a contribution in time and space to their achievements and results - it's a story, first of all, depreciated, and secondly, the one deprived of 'power' potential, without which the growth and development of personality is impossible. Furthermore, such history pattern is absolutely unattractive since it carries no substance of knowledge and lacks demonstrations about required personal examples and figures of the past, who help to learn and succeed the next generations (Szondi, 1956).

Thus, the consequences of disappearance (or "erasing") the characters and their creative achievements, the loss and erasure of national identity, depersonalization of the people, ethnicity and a number of its referent groups, raise the impersonal people layer, i.e., the people deprived of unity, philosophies or doctrines, lacking a single idea of the future and its causal construction (Hoffman & Halbwahs, 1990). Management of such 'impersonal education of persons' is closer to the category "crowd", than "socially mature society", and that is certainly, may be convenient and beneficial to a number of people at the helm of politics.

We also recommend drawing attention to this situation in the tradition of the school of G. Popov: if one does not learn his past and his heroes, if one is not interested in his history, there comes a void. After that some people may appear, who will 'plant' someone else's story and capture the attention with the names and figures of another people's heroes, not natives (Popov, 1951: 43). Moreover, as it often happens at the institute "Dream Factory", i.e., the cinema is proclaiming narratives as about historical characters, and forming the goals of the 'universe of superheroes' "Marvel" and "DC", so it means escaping from reality into hyperreality.

Since the figure of the hero is always carrying a philosophy, doctrine or concept, that means, this course determines and set the possibility of introducing foreign philosophical concepts and heroes, not inherent in the mentality and identity of the people (Baudrillard,

2006). It is positive if in these works there is a universal and practical one, however, often in films the axiology of policy of concrete objects of power, claim the totality of meanings. Creating a new cultural-historical background by replacing the history of the yen reprint and rewriting generates a new simulation space, i.e. the fictional and unreliable history (Schulga, 2011). The simulated history of the Ukrainian people is especially strengthened with the help of modern communication capabilities and the Internet environment, in which one may (and often applies) advertise and disseminate non-existent facts, sources, even documents. Simulation and forgery of history at the request of those, who is behind the changes and organization of memorial wars (Baudrillard, 2006), these are disastrous processes for the Ukrainian self-consciousness formation and the development of Ukrainian civil society, which is understandable, has negative consequences in the preservation of memory and saving its integrity (Lepskiy, 2017).

Destruction of places of memory and temporal modalities is increasingly significant for Ukrainian society culturally-historical paradigms, prisoners in memory slaughterhouses of history, in architecture, documentary evidence, artefacts and exhibits, and even their direct extermination, then the policy of neglect and lack of action, aimed at supporting 'memory-slaughterhouse' architecture, artistic heritage, documentary fund and more (Rozhdestvenskaya, 2011). Overall this also holds a negative effect on memory and self-consciousness of Ukrainian society, what, as claimed, indicates the erasure of memory and resolving the identity of the Ukrainian people, and that also leads to fragmentation and impersonality consequences.

As tactical and methodological recommendations in the framework of our dissertation research regarding its praxeology we conclude the following provisions, aimed at educating relevant skills, relevant requirements of a dynamic environment 21 century.

To begin with, according to the doctrine of G. Popov (Popov, 1951) all human results are personalized and results serve as reference points of his coordinate system. Therefore, the basis and framework of making an accentuated idea of the future is recommended as a vector of indicating the category of 'self-education'. Everyone, being subject of his life, in the era of digitalization and open access to powerful international educational resources, holds unprecedented opportunities in self-education and skills acquisition, that meet changes in the environment (rather than educational programs, which "lag" behind the time range and do not adhere the requirements of the environment) (Zerniy, 2009).

Secondly, we recommended to perform a reversal in the use of non-effective external measures and turn to applied fundamental tools and meters regarding the memory policy,

allow the individual in the process of life and activity allowing one to autonomously distinguish simulations and other manifestations of hyperreality from the objective principles and categories, true facts and data blocks, phenomena, etc. from the fabrications and assumptions, as well as possess verified information (Baudrillard, 2006).

Assuredly, based on the aforementioned trends of expanding hyperreality and the growing volume of fake news and other information products in geometric progression spread to the Internet-space, it is recommended in the methodological and educational key of optimizing the determinants of the memory policy in 21 century to comprehend, understand, be able to apply an analytical tool, the one of the fundamental philosophical instruments of Jean Baudrillard's legacy (Baudrillard, 2015). Thus, individuals, who share this knowledge level as well as a practical tool for any data, will not depend on the trends and influences of modern hyperreality, in particular, not depend on the impact of the of memorial wars consequences or the policy of erasing memories and deliberate 'forgetting' of national identity.

In the future, we recognize the requirement to coordinate and conduct appropriate large-scale and interdisciplinary research, aimed at solving the described problems of restoration and preservation of the past. As a separate point in the key of axiological perception of the determinants of memory policy optimization we comprehend the demand to improve individual culturally-historical, philosophically-sociological and anthropological programs and methodologies, aimed at considering and restoring the heroic past of humanity.

Conclusions

Analysis of the nature of the activity development concerning the memory content reveals the research dimension of memory policy aspects and trends in the progress of recent social relations through the prism of human activity, announcing in social time and space 21 century. That defines personal sociability, activity issues requirements, therefore, the memory mechanisms impact is interpreted in the process of human activity conditionality; as well as the natural character of heredity as the reproduction of memory of subjects is analyzed.

Regarding comparing the provisions of the theory of memory by G. Popov and his concept of understanding the mechanisms of human memory interaction with the external environment through the prism of the activity approach, developed a system of analysis of trends and the process of formation of memory.

A praxeological judgment is aimed to study the content of the phenomenon of human memory policy course in the 21 century within praxeological interpretation of the results

collected in Analytical instrument by J. Baudrillard , as well as it represents the praxeological content of the memorial processes of memory concerning the personality and its significance for the sphere of activity, in our case, philosophical, theoretical comprehension, that combines spatially-temporal certainty of memory and models of its internal content reflecting the axiological reconnaissance in objective- subjective dialectics, simulation issues and hyperreality modes and trends.

Furthermore, the determinants and ways of optimization of subject activity are analyzed regarding the development projects of Ukraine, as dialectics of subjective and objective, in the unity and integrity of the state in modern trends in the implementation and implementation of the memory policy in the social time and space of Ukrainian society in 21 century.

In the current state of politics activity dimension, the memory policy courses within the Ukrainian society on three scales of the Analytical tool of J. Baudrillard is investigated, i.e., time, scaling and intelligence issues. That determines the consequences of the memory policy that are currently implemented, as well as their impact on current society in causation-consequential aspects of development and formation of the Ukrainian state and civil society, to the extent of personal consciousness and individual self-awareness, knowledge and perception of ancestral heritage, its values, as well as national identity perception and self-awareness representation as a subject of being and activity.

The set of measures is recognized as strategic, tactical and methodological guidance to socio-cultural transformations, in the first place, in the field of education and self-education, to raise the responsible person, subject of life, having a set of relevant within 21 century of skills and knowledge, apprised not only about the heroic past, but also about that, as this past will allow each individual to consciously succeed in navigating today, as well as creating the future confidently.

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