



The stream "whirls and divergence" evokes needs for strong leadership. Bulletin March 2012 focuses on the creation of public space, its role in election campaigns, events, which are visible in the case of Russian presidential elections but will be unique in other elections, US, France, Germany.

1. The public space as significant areas of events

We will illustrate how events create specific areas driving the play of senses.

One narrative of events was the election process in Russia. The narrative of these events tells about two typical areas created:

WE against THEY: counter-power area of Russia



The counter power by protests used new surprising sensual elements articulating a missionary and an active arena, moving, staying, sounds multiplied in social media. Thereby, the spirit and "parole" of big cities in Russia, the power skylines of buildings, of endless places including the sacral arena, cathedrals, which contrasts to the new sounds and gestures of protesters. The protest groups articulated the opposition of WE against THEY, the typical formula of contradictions in Russia as well as in other socialist states.

The power play of the "normal" Russia complied with these power and sacral areas. The sensual expression of that people imitated the spatial and sensual body represented by Putin and its adherents: silence is better than noise, hierarchy and order of masses is more appropriate than spontaneous groups and moving, staying and waiting is more convincing than running and non patience. Maybe the sensual settings of events tell more about probable change in Russia than a study of economy. The Russian principle to remain "a center of gravity" became visible as a game in public space and by the contrasting styles of shaping it throughout the sensual gestures of groups and societal bodies.

The public arena of Russia claiming to remain a "center of gravity"



2. World society's body, senses and areas – a note on theory

The example shows that two vectors of Russia's road through history, the principle of "gravity" und polarization of "We against They"¹ are translated into the public space and restaged by sensual bodies.

In fact, events reflect and create movements, actions, reactions: so the planet is also a body of sounds, visual elements, tastes and tactile acts, that is a cosmos of facts essentially mediated by the senses, its stimuli and the reactions of actors, groups, masses, that is events are living bodies of

...sounds

...visual elements

...tastes

...tactile acts

A sociology of the sensual dimension of the world society is missing. The mainstream prefers the system approach and logics transcending the sensual aspects of affairs. If one looks for an organic approach then the level of sensual landscapes is a necessary task.

In the book "Sociology of Earth" five types of landscapes are explored...

- natural areas (Naturgelände)
- flat areas (Flächengelände)
- power areas (Machtgelände)
- park areas (Zivilgelände)
- sacral areas (Sakralgelände)

The coming work will deal with these sensual arenas of world society.

Source

The world observatory is an effort for understanding global society. It is a work-in-progress enterprise fostering the forecasting of probable developments. The daily monitoring of events provides the empirical material. The monthly bulletin of trends is readable as psycho-mental map of world society. Qualitative interpretations of the monthly events create the three circles of a text, the main-, side- and signal-stories. Thereby methods of content analysis deliver quantitative descriptions. The events are documented in the diary of its daily stream provided by BBC world news, which allow to analyze the events more in detail available in the archive.

¹ See World Drives Association (2007), Understanding Democracy in Georgia – five readings and a comparison to Belarus, Russia, Ukraine
http://www.culturprospectiv.ch/_media/documents:georgia_compared.pdf

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