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**CREATIVE INNOVATIVE UNIVERSITY
AS A CENTRE OF TRANSFORMATION OF ROLE, STATUS AND
NUCLEUS OF COMMUNICATION IN INNOVATION-BASED ECONOMY
AND SOCIETY**

Communication is one of the basic foundations of the human world. Human being itself as a new category of living beings was born **in** communication and **with** communication, **in** society and **with** society, **in** and **with** common human organization for production and reproduction of economy and social life. And during all human history the role and significance of communication in the view of its social functions and socio-economic matter have been changing along with the changes in the type of economy and society, their systems of managements and property.

Now, in the XXIst century, we tend to view communication as again going through radical and impressive changes in its role and significance because of the coming changes in the modern type of economy and society which are really transformational. Mostly there changes are assumed to be transition to “knowledge-based economy and society”, but, in our opinion, the matter is that in its deepness this new shaping type of economy and society is going to be **innovation-based** – i.e. based on new sociocultural and socio-economic **innovation dynamics** of its self-development being provided by the constant reproduction of **new, added knowledge** (new knowledges, added novelty of knowledge) and its technological transfer and application to all spheres and branches of economic and social life. This new type of socio-economic reproduction – which we characterize as **intellectual-innovative** – calls for a new

universal type of technological and economic process, a new universal type of product (namely, innovation itself) and a new universal type of creative and innovative competences, including new competences of communication.

That is why **university** as a unique categorial socio-cultural and socio-economic system becomes the centre and the basic factor of the innovative transformation of economy and society and, respectively, transformations in communication. University is the only one sector of economy and society which combines all stages of the innovation cycle: production, transfer and technological application of new knowledge. University is a unique universal socio-humanitarian and socio-economic device that is capable of reproducing **intellectual-innovative capital** in the form of new knowledges, innovative technologies and creative innovative competences. There is, however, only one precondition: university itself as a categorial socio-cultural and socio-economic system is to be transformed from its traditional type to a new model, which we characterize in our publications as a **Creative Innovative University** and which meets new challenges because it is capable of multiplying sources and channels of creativity and innovation. It is necessary to point out that the basic new role of the shaping **Creative Innovative University** constitutes the core of the **Mission** of Pyatigorsk State Linguistic University and the **complex of its strategic programs of development “PSLU Strategy 2020”**.

An advanced university of the XXIst century, as we see also on the example of Pyatigorsk State Linguistic University (PSLU), is a multi-profile complex that combines an educational institution of higher level, an academic and research centre, a centre of technological innovations and innovative competences, and a centre of internationalization. Furthermore, its range of communication includes **several other important concepts** which PSLU works out and accomplishes in social practice:

- the concept of the University as a Peacemaking Site and a Centre and Mediator of the Government-Civil Society Interaction;

- the concept of the University as a Centre of Language and Cultural Diversity;
- the concept of the University as a Site of Government – Confessional Interaction;
- the concept of the University as an acting Model of polycultural Civic Society and Professional Community [1].

These concepts are based on the real polycultural, multi-ethnic and polyconfessional context of PSLU community: students, undergraduates, postgraduates of PSLU represent now annually 56 regions of Russian Federation and 26 foreign states, more that 90 various peoples and ethnic groups; conditions have been created to offer programs in 24 languages and cultures (European, Oriental, Caucasian, including, surely, Russian as a native and foreign language); an extensive network of fifteen Language and Culture Centres has been created performing various educational, cultural and enlightenment functions.

So, not only through profound theoretical research but also through real diverse practices and activities we open a vision of how a shaping Creative Innovative University, transforming itself and its communication system, generates impulses of transformation to the whole system of communication of the local, regional, national, global society, thus changing the role, status and nucleus of communication in the modern world.

Firstly, the role and status of communication is being changed within the framework of the production process because in the system of economic reproduction of a new, innovative type this process is being transformed according to the **intellectual-innovative** type, while the product of this process also acquires intellectual-innovative character because it represents **innovation as such**.

What is the basic origin of innovation as such (as a self-dependent creation)? Initially, it is a novelty of knowledge, a new idea, a new meaning (new meaningfulness) containing new, added socio-cultural, socio-humanitarian productive (transforming) value. That is why when this new socio-humanitarian

value is being practically implemented as a new technology or product, it becomes innovation and is capable of bringing added economic value, profit.

So, we can say that the nature of innovation is **communicational in its essence**. Moreover, the new type of production process in fact **coincides** with communication – as this intellectual-innovative type of production process **is** in itself a **communication process** because it consists of reproducing, transferring and applying new knowledge. A vice-versa characteristic of merging the two processes will be valid as well: here communication acquires the character and role of a production process.

This communication-type nature of the intellectual-innovative production process becomes even more evident in the sphere where university reproduces the other form of intellectual-innovative capital - namely, the creative innovative competences of university graduates. All constituent parts of this reproducing, including: producing new, added knowledge, distributing and mastering it through teaching and learning, exchanging and consuming it with the aim of forming new ready-to-apply competences – definitely represent communication.

Thus, here one should note two **significant transformations**: of the role of communication – from an integrative social but non-economic role into an integrative immediate economic (socio-economic) role; and, respectively, of the status of communication – from a secondary process of infrastructural character – into the basic, primary process coinciding with production itself.

Secondly, the role and status of communication is being changed not only in the sphere of direct production but also in the sphere of organization and management as the process of organizing, managing is being transformed into a new type of intellectual-innovative (or creative-innovative) process as well. In the framework of innovation-based type of economy and society management itself (especially if treated as a system of communicative relationship) becomes **management of an innovative type**, i.e. innovation-oriented and innovatively substantial. Here we can treat communication as a practical implementation of processes and relationships of management, as a special integrating process in

management system, so when the system of management gets innovative-type qualities, communication gets the same qualities.

The main thing here is that communication ought to be innovation-oriented, should bring and supply innovative-containing impulses in its messages through the whole system of main management functions: coordinating, planning, organizing, motivating and controlling. So, it ought to be effective, efficient, and its primary result should be embodied in positive synergetic cooperation and maximum-possible contribution of all participants of the communication process.

In other words, it can be assumed that efficient communication is becoming a **main precondition** of successful innovative management process and thus a **main foundation for it**. This new type of management is supposed to develop in the direction of developing instruments of efficient communication and integration which are in their essence not administrative, not formal-bureaucratic, not even pragmatically economic but **sociocultural, socio-humanist**.

It is so because the efficient result cannot be achieved in a new system of management without multiplying the sources and channels of creativity and innovation, and this, in its turn, cannot be done without efficient coordination at the level of mission, strategic goals and priorities as instruments of mutual understanding, trust and synergy-going activity of all participants. More than that, in the new system of priorities where really-working innovation as such is becoming the highest possible priority, common efficient result cannot be achieved without coordination at the highest possible level – i.e. at the level of universal creative innovative (transformative) mission of each participants and of all the creators (constructors), bearers and transmitters of the positive transformations in the world. So it can be concluded here that innovative-type management not only should be built on the foundation of innovation-oriented and synergy-going communication but actually is developing into a **management of meaningful contents**, or to put it more exactly, into **co-ordinated co-management of collective constructing and implementing of universally and individually meaningful messages** capable of motivating and inspiring all participants in order

to consolidate innovation dynamics at all segments. And in its essence it should transform the whole management system in the university as well as in other innovative sectors of economy and society from a formal bureaucratic corporate type into a **creative innovative leadership type**.

Thirdly, all that has been shown above about the changing of the role and status of communication brings us to the conclusion that for on-going long-lasting innovative transformations of economy and society there is a need to change also the main socio-humanitarian **nucleus** of communication. It is not the conclusion of today: in fact we understood the necessity of this theoretical and practical step two years ago, which is why in Pyatigorsk State Linguistic University we worked out and adopted (October, 2012) the new **Integrating General Content-Meaningful Strategy** as a document showing how the university is capable of coping with the imperatives of the new coming epoch of innovative transformation.

Accordingly, at the same time we modified the meaning and adopted the new version of the brand motto of PSLU – **“University That Opens And Transforms The World”**, which was also registered by the Russian Federal Patent System as the trade mark of our university.

The core of our understanding consists in the following: changes in communication system in the framework of the university of a new generation (namely, **Creative Innovative University** – capable of permanent reproducing of innovative dynamics and, correspondingly, of flows of intellectual-innovative capital) cannot be limited to its information-organization side; they need deep transformations in the organization of its **content** making it **fundamentally meaningful**. The content-meaningful system of communication in a Creative Innovative University demands new integrity and unity at its conceptual and organizational behaviour levels in the following main aspects:

- the formation of a new integrating uniting semiotic system as inter-university communication space aimed at the achievement of one universal innovation-containing result which is multiplied in different forms and products in all main spheres of university activity;

- the building of strategies for positive efficient communication in all spheres of university performance;

- the introduction of a more widening approach to the phenomenon of intercultural (or cross-cultural) communication by the transition in fact to the new methodology of “**intercultures**”, **transcultural type of communication**, i.e. to a methodology of efficient communication integrating diverse sociocultural “worlds”.

These qualities of integrity and unity of communication can be achieved only if the whole system of communication in a community gets **definite socio-humanist meaningful-content nucleus** giving one and the same orientation to all of its subsystems. It is important to note that this very point is of the highest significance in the practical organization of communication in a Creative Innovative University as well as in other innovative-type organizations because it is **the point of goal and purpose**.

In this connection we need to work out a new vision of communication as a socio-cultural and socio-economic instrument of innovative transformation of modern economy and society – so, a social instrument which, in its turn, **needs inner meaningful orientation** to consolidate its main vector of self-development.

Today it is fashionable to speak about “intellectual”, “clever” economy, “results of intellectual activity”, “intellectual instruments of management”, design of “artificial intelligence”, etc. Notion “intellectual” tends now to become a synonym to “clever”, and “clever”, in its turn, is identified with something capable of bringing wealth and good. Now many people believe that equipping a modern system of social communication with advanced infocommunication and telecommunication systems and technologies will make existing “information society” highly-productive and progressive.

But the real matter is that human culture from the very beginning has been formed as “intellectual” and “clever” - nevertheless, its spontaneous forces far from ever have been bringing wealth and good. Intellectually-based, information-based systems as the embodiments of culture are **instruments**, that is why it is

necessary to set a purpose and mission for them. In other words, there is a need to assign definite meaningful sociocultural, socio-humanist content to the instruments of culture themselves aiming them at the achievement of wealth and good - and by this make them not only “intellectual” and “clever” but **genuinely cultural** (“conscious”, “wise”), i.e. united around fundamental universal meaningful concepts of the positive reconstruction (constructive changing) of the world and synergy-gaining cooperation. **Thus**, there is a need for transition not just from “information society” to “communication society” but – as communication in itself is also only an instrument of culture – to such a type of society where communication systems are united and integrated at the highest possible universal meaningful-content level through positive, constructive socio-humanitarian nucleus.

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