

# The system of actor's individual paradigms as an attribute of social communications

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## Abstract

The article proves that semantics in social research is a category subject only to contextual and situational analysis and further contextual filling with meaning through actors' situational communication. The article considers the category 'system of actor's individual paradigms', which is presented here as an attribute of social communications. Using this category (taking into account current expectations of the actor, current preferences of the for all actors, as well as actors' current anticipated intentions for each actor involved in communication), we examined the mechanisms of preparing two actors for the future communication. The assumptions made in the article as for limitations of the behavioral freedom of actors, preparing for communication, allow us to focus on proving the relevance of the hypothesis that the system of individual paradigms of the actor is a tool with which actor contextually and situationally cognizes the world and reflexively interacts with it. We reveal that in the conditions of interdisciplinary research, when ontological and methodological 'norms' of a particular scientific discipline are not constructive enough, which, in turn, leads to mixing and distortion of the methodology and ontology of various scientific disciplines, the choice of abduction as a methodological research tool seems quite justified. The results of the research, conducted in the article by means of abduction (as a methodological research tool) confirm the relevance and validity of the hypotheses put forward in the article. The results of the research conducted in the article specify the situational-contextual mechanisms that are used in preparation for communication between two actors with the aid of a system of each actor's individual paradigms, and taking into

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account actors' current expectations, actors' current preferences, as well as the current anticipated intentions of each actor. We also confirm the importance of mandatory use of the adjective 'current' for the correctness of the study of actors' communications, since it really concretizes the actual semantics of the paradigms used by actors (in preparation for communication) for their relevant consideration in the research conducted in the article.

## Keywords

Actor, actor's system of individual paradigms, actor's expectations, actor's preferences, actor's anticipated intentions, communication, situational contextuality.

## Introduction

When studying the mechanisms of behavior of social systems, an important contribution to the relevance of such a study is to take into account the social aspects of such systems. A famous French sociologist P. Bourdieu writes that one of the most important aspects of sociology nowadays should be the sociology of perception of the social world to explain the processes of constructing reality through social construction (Bourdieu, 1990: 132).

As the analysis of the research results has shown, the essential attributes of social processes are (from the point of view of the relevance of research on the actors' perception of the social world): 'actors' expectations' (An et al., 2018; Ku inksas, Peters, 2018; Kussy, 2018, 2021; Mlambo, 2012; Pesaran, Weale, 2005), 'actors' preferences' (Beshears et al., 2007; Freeman, 2013; Kussy, 2018; Samuelson, 1948) and 'actors' intentionality' (Frolov, 2013; Freeman, 2013; Gallagher, 2012; Jacob, 2014; Krueger, 2018; Searle, 1983).

The use of such attributes of social processes entails the necessity of taking into account such attributes of social life, in relevant study of society, as 'situationality' (for more information about the meaning of situationality in social studies see in Baranovsky et al., 2019; Clancey, 2008; Kussy, 2021; Milton et al., 2005) and 'contextuality' (for more information about the meaning of contextuality in social studies see in Habermas, 1984, 1987; Kasavin, 2005; Kussy, 2021; Popov, 2016; Shmerlina, 2009; Yelkina et al., 2019; Simons et al, 2021; Darong, 2022; Sums kaya, & Solomeina, 2022).

The methodological tool of the proposed study is abduction. The category 'abduction' was introduced into the scientific lexicon by C. S. Peirce in 1930s: 'Abduction is the process of forming an explanatory hypothesis. It is the only logical operation which introduces any new idea; for induction does nothing but

determine a value, and deduction merely evolves the necessary consequences of a pure hypothesis' (Peirce, 1931–1935). Therefore, in the conditions of interdisciplinary research, when the ontological and methodological 'norms' of a particular scientific discipline are not constructive enough, which, in turn, leads to mixing and distortion of the methodology and ontology of various scientific disciplines, the choice of abduction as a methodological research tool seems quite justified.

### **The system of individual paradigms of an actor as a scientific category**

The System of Individual Paradigms of an actor (hereinafter referred to as SIP) is a set of subjective semantically categorized objects, subjects, processes and causal relationships between them (SIP paradigms), which, based on the actor's personal experience, acquires the character of the actor's current subjective experience, knowledge, skills and abilities (including socially significant experience, skills and knowledge acquired by the actor that fit into his personal set of paradigms). In this definition, the category 'paradigm' means a certain set of current concepts or thinking patterns, as well as the mechanisms of the actor's actions, including theories, research methods, postulates and standards, mechanisms according to which subsequent constructions, generalizations and experiments are carried out by the actor.

At the same time, the current processes of formation and transformation of SIP are influenced not only by the the actor's current communications with the outside world, but also by the current endogenous factors that determine the actor's personality (mentality, culture, psychotype, genetics, skills and abilities acquired during the development of the actor, etc.). In this sense, SIP is the current set of actor paradigms (individual 'images-results' of the actor's subjective cognition of the particular object's semantic and applied essence, process or phenomenon acquired during the actor's development), which the actor operates in the current cognition's processes of himself and the surrounding world (including through apperception: the category 'apperception' introduced into the scientific lexicon by Leibniz (1989) and means the dependence of any new perception on the actor's previous life experience and his psychological state at the time of perception). At the same time, the paradigms themselves that are part of SIP can be transformed over time, both semantically and by the number of paradigms in the current set of SIP.

The individual-subjective nature of SIP allows, among other things, not only to explain such phenomena in society as dissent, deviance and delinquency, but

also allows us to understand the origin of the phrase 'everyone has their own truth': just a different SIP allows you to formulate different sentences that are 'similar to the truth'. The SIP of such 'truth-lovers', who put the meaning they set into the phrases they generate, is the basis for the formation of modern fakes, as well as distortions of historical righteousness that are now popular in the world. In such cases, SIP can be considered as a generator of subjective-individual interpretation of the meaning of processes or phenomena.

### **Comparison of the actor's system of individual paradigms with similar categories**

It should be noted that SIP as a category is semantically different from the habitus of Bourdieu (Bourdieu, 1980, 1998), at least in the following aspects. First, according to Bourdieu (1998), habitus is a principle that generates and organizes the practices and representations of an actor, which, although they may be objectively adapted to the goal, however, do not imply a conscious focus on it and the indispensable mastery of the necessary operations to achieve it by the actor. In other words, habitus, being an instrument of cognition, manifests itself only in the actors' communications and only through them. In these communications, the habitus is actualized, and the focus of the habitus's action is determined only by the semantics of the actors' communication processes with other actors and the actors' adaptation to the society in which he functions. At the same time, systemic causality can be investigated using habitus only in the context of communicative expediency shared by members of the community of commuting actors, as noted in (Gutner, 2008), and the essential meaning of an object, process or phenomenon (as well as causality determining this natural meaning) in the case of searching for it using habitus is the result of reflexive iterations in the communication of actors and after approval of its semantics by members of the community of commuting actors. In this case, the resulting interpretation of the semantics of an object, process or phenomenon seems as if it is 'imposed' on the community of commuting actors by habitus (with the universal consent of all actors included in this community). Perhaps that is why the social practices formed by habitus eventually cease to be adequate to the actual reality, as noted in (Gutner, 2008; Baychik, 2023).

Therefore, only with the help of habitus as a category applied exclusively to social communications it is difficult to explain the mechanisms of heterogeneity and heteromorphism of the formation or transformation of expectations and preferences of a particular actor about the future development of the current situation in society, associated with the implementation (expectations and

preferences) of the actor's current social functions and the planning of the actor's future social actions in this community.

While the actor's SIP is a single-piece, individually subjective product, it is at the same time an instrument of the actor's cognition of reality. Some of the SIP paradigms may never be used by the actor, neither in his individual practice nor in intersubjective communications of actors: such paradigms are used by the actor only in the processes of formation and transformation of the essential semantics of other paradigms from the set of SIP. Causality, which is investigated and manifested with the use of SIP can be abstracted from the context of the situation and used by the actor in relation to other social situations with contextual application of SIP paradigms. As for the essential meaning of the subject, process or phenomenon analyzed during the formation of the preferences and expectations of the actor, it directly (contextually) follows from the semantics of the paradigms included in the SIP of a particular actor.

Habitus should be considered as a kind of system of social institutions, much more inertial in relation to the possibility of systemic changes than SIP, which can be transformed quite dynamically. There is simple explanation: the processes of formation and change of the social institutions' system (this system is objectified and incorporated within a certain social group) require agreement among all the actors / members of the group that determine (normalize), not only the mechanisms of such processes, but also their semantics (whereas this coordination requires additional time); while the processes of formation and change of SIP are controlled by the will of only one actor. In this sense, SIP can be a source of opportunistic or even deviant behavior of an actor (in relation to the habitus of the community in which this actor belongs). Let us recall at least the example of N. Copernicus and his heliocentric concept, which was born in spite of all the dominant habituses at that time. Habitus in the situation with Copernicus is an instrument of institutional counteraction to the emergence of new "Copernicuses".

Second, there may also be analogies of the CIP with Husserl's noems (Husserl, 1977). This is how Krueger describes Husserl's noematics (see Krueger, 2018): 'For Husserl, the intentionality's structure can be analyzed into two components: an object intended by consciousness (noema), and a conscious act that intend the object (noesis). In other words, noema chooses the object side of the intentional relation (i. e., what is given to consciousness), whereas noesis chooses the subject side (i. e., how "what" is given to consciousness). For example, if I remember the front door of my grandmother's house, noema is the door that I remember; this is what appears before consciousness. Noesis is the act of remembering; it is how the door becomes accessible to consciousness.'

Thus, Husserl's noematics is intentionally connected with consciousness and conscious acts. While in SIP there are not only paradigms that make it possible to isolate the door of the grandmother's house from the outside world, but also paradigms that 'know' how to open this door: which mechanisms in the body and which paradigms from SIP need to be activated in order for the door of the grandmother's house to open.

Third, as for the category 'Umwelt', introduced into the scientific lexicon by the Estonian Philosopher J. von Uexk ll (Uexk ll, 1909), the Umwelt for its carrier (in this case, the actor) is everything that is a signal for him to act and carries meaning. As Knyazeva (2013) writes, 'A person's Umwelt is a world that is created by a person depending on his bodily, mental, activity organization, it is an environment that is actively being built by him, which builds him himself.' Thus, Umwelt as a category reflects for the actor only the semantic, categorical load of the analyzed object, subject or process, but does not include theories, research methods, postulates and standards, mechanisms that are part of SIP, and in accordance with which subsequent constructions, generalizations and experiments of the actor are carried out. Although it should be noted here the innovative approach of von Uexk ll, who at the beginning of the twentieth century noted the subjective nature of the cognition's process of the world by an actor, which does not fit into the picture of the world of linear (unambiguous) Laplace determinism that dominated science at that time. Thus, the category of 'System of Actor's Individual Paradigms' differs significantly from the categories of 'habitus', 'noema' and 'Umwelt' used in studies of social and psychological nature's problems.

### **Three hypotheses that determine the logic of the study**

Shmerlina writes about the importance of context in the research of social problems: 'Meaning is no longer created by a person, but by context, though it is not yet drawn by 'pure consciousness' from the object. And personality is nothing more than a tool linking context and what is happening' (Shmerlina, 2009: 146). Luhmann postulated the contextual nature of social meaning in this way: 'Meaning exists exclusively as the meaning of the operations using it, which means only at the moment when it is determined by these operations – not earlier and not later. Therefore, meaning is the product of operations that use meaning, and not some property of the world...' (Luhmann, 1997). Thus, we can state the following:

*Hypothesis 1. Semantics in social research is a category subject only to contextual and situational analysis and further contextual filling with meaning through situational communication of actors.*

The categories 'contextuality' and 'situationality' are too ambiguous and will not be considered in detail in the article (for reasoned conclusions about the ambiguity of these categories, see Clancey, 2008; Kasavin, 2005; Kussy, 2021; Milton, 2005; Pennings et al., 2005; Popov, 2016).

As for situational contextuality in social research, it should be noted that, as a rule, the current expectations, preferences and intentionality of the actor have a situational and contextual character, and they can also change over time – both in terms of contextual semantics and vector orientation, due to the changing social situation. In this study we will consider situational contextuality as one of the reasons for the variability of actors' attitudes to current phenomena or processes occurring in society, which (variability) determining the mechanisms of heterogeneity (multiplicity of origin reasons) and heteromorphism (multiplicity of stratification) of formation or transformation of current expectations, preferences and intentionality of actors in the process of their communication. Moreover, here the situations describe the actor-centered world and include only those characteristics of the world, surrounding the actor, that are relevant to the actor's current goals and current intentions and actions associated with actor (Milton et al., 2005).

As noted in (Popov, 2016), a distinctive feature of the traditional phenomenological approach to the social reality's study is that in this case, attention is not paid to the reality of the facts' existence, but only the representations of individuals about reality are considered, on the basis of which individuals act. This leads to the expediency of putting forward the following hypothesis.

*Hypothesis 2. The System of Actor's Individual Paradigms should be considered as the instrument by which the actor contextually and situationally cognizes the world and reflexively interacts with it.*

The expediency of introducing SIP as a research tool, as well as the mechanisms of its application in social communication research, are shown in the next paragraph.

The two hypotheses formulated above – in order to increase the level of correctness of the research conducted here – need to be supplemented with another one.

*Hypothesis 3. The use of the adjective 'current' for the correctness of the study of actors' communications is mandatory, because it is this adjective that specifies the actual semantics of the paradigms used by Actor for their relevant consideration in the research conducted in the article.*

The validity of this hypothesis is confirmed by the study's results conducted in the next paragraph.

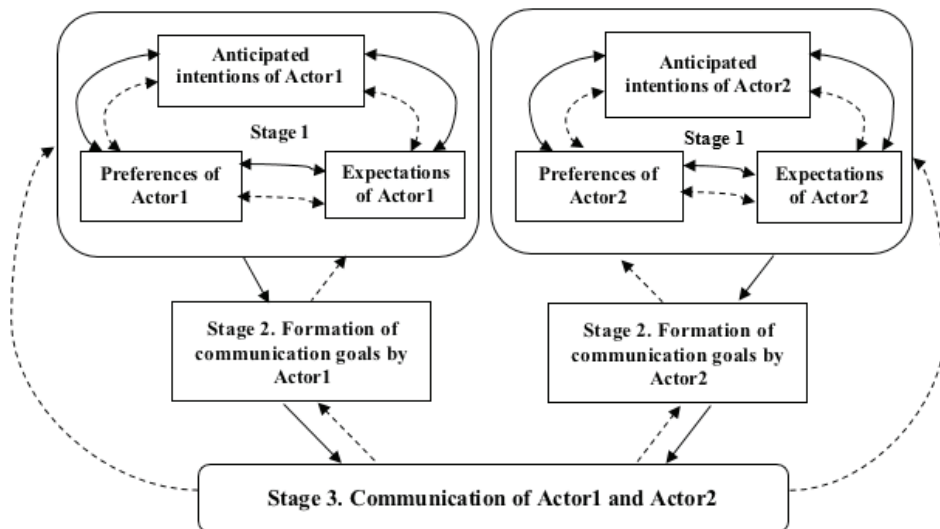
## Mechanisms accompanying the preparation of actors for communication

The main way actors interact in society is their communication. *Figure cam* shows a scheme for preparing two actors for communication, taking into account the current subjective characteristics of each Actor and mechanisms using SIP, reflecting current subjective expectations, preferences and anticipated intentions of each Actor in relation to the future communication.

It is assumed that each Actor is not predisposed to deviant intentions or actions. It is also assumed that each Actor is already ready to enter into the future communication on a constructive basis, taking into account the possibility of compromises between actors, and it is necessary for each Actor – it does not matter for what reasons.

Figure 1

### Mechanisms with the use of SIP, accompanying the preparation for the communication of actors



1. *Solid arrows* in *Figure 1* indicate the direction of straightforward causal relationship from the addresser to the addressee (if the arrows are two-sided, then the addresser and the addressee of such causal relationship are equal in this causal relationship).

2. *Dotted arrows* indicate the direction of the backward causal relationship from the addressee to the addresser (if the arrows are two-sided, then the



addressee and the addresser of such a causal relationship are equal in this causal relationship).

*Stage 1. Analysis of the current situation in society by actors before communication.* Both actors, analyzing the situation in society at time  $t_0$ , are assessing their current subjective expectations, preferences and anticipated intentions in relation to the future communication, taking into account current (at time  $t_0$ ) resource, technological, institutional and other constraints present at time  $t_0$  for each Actor. The current values of the components of the triad: expectations preferences anticipated intentions for each Actor are the keys to a correct understanding of the semantics of the Stage 1's mechanisms.

3. *Expectations of the Actor.* Here we are talking about a set of current (at time  $t_0$ ) expectations of each Actor, which represent after the Actor's analysis (using the Actor's SIP) of the current situation regarding the future communication of the Actor 1 and Actor 2 the Actor's current subjective understanding of alternative possibilities for the future development of communication as the results of a variety of endogenous and exogenous current impacts on this communication (including on the part of the Actor 1 and Actor 2 themselves).

4. *Actor's preferences.* Here we are talking about the current preferences of each Actor, which represent after analyzing by the Actor (using the Actor's SIP and taking into account the revealed expectations of the Actor) of the current situation regarding the future communication a set of alternative subjective current views of the Actor on the desired (for the Actor) directions of the future development of communication.

5. *Anticipated intentions of the Actor.* The term 'actor's anticipated intentions' was introduced here in order to show that at Stage 1 of preparing actors for communication, each Actor situationally and contextually (using the Actor's SIP and taking into account the revealed subjective current expectations and preferences of the Actor) forms his current 'pre-intentions' (anticipated, not yet definitively formed intentions) within the framework of their anticipated orientation towards future communication. The adjective 'anticipated' includes a wide range of semantics of the category 'intentionality' in its semantic load.

It would be logical to arrange the characteristics of Stage 1 in this order: Expectations of Actor Preferences of Actor → Anticipated intentions of Actor. But this is a logic of linear determinism inherent in mechanistic systems. In social systems, in which there are thinking elements of the system, i.e. Actors (a man is a non-linear concept, as noted in (Evstigneeva & Evstigneev, 2011), single-valued linear causal relationships are practically not observed: here they give way to nonlinear (including non-single-valued, bifurcational, and inverse)

relationships, which determine the current mechanisms of the social system's development.

That is why, at Stage 1, causal relationships, both direct and inverse, between the selected behavioral characteristics of Stage 1 are indicated as bilateral, in which the addresser and the addressee of the causality can change places in the process of forming the semantics and vector orientation of the behavioral characteristics of Stage 1 (current expectations, preferences and anticipated intentions of each Actor).

It should be borne in mind that current expectations, preferences and anticipated intentions of each Actor change over time, leading, among other things, to the fact that current mechanisms of the social system's development (communication of actors) also change over time. The following factors contribute to this:

- changes occurring in the external (relative to each Actor) environment: including current changes of an institutional, technological, economical, political, and other nature that affect the semantics and vector orientation of current expectations, preferences and anticipated intentions of a single Actor);
- reflexive intersubjective and other processes, taking place in socium, also affect the current expectations, preferences and anticipated intentions of a single Actor, leading to changes in their semantics and vector orientation. The concept of reflexivity in socio-economic processes is described in (Ehnts, Ivarez, 2013; Kussy, 2015; Soros, 2003);
- changes occurring over time in the resource, institutional and technological base of the Actor's functioning;
- other factors (including socio-economic nature).

Depending on the strength and vector orientation of such impacts, as well as the current capabilities and readiness of the social system in which the Actor 1 and Actor 2 are going to communicate, this social system either accepts these impacts if they fit into the framework of its systemic set of goals and limitations, or seeks resources and mechanisms to confrontation such impacts if these impacts contradict the set of systemic goals and limitations of the social system.

The anthropogenic nature of the current expectations, preferences and anticipated intentions of actors, as well as the heterogeneity and heteromorphism of their subsequent impacts on the upcoming communication between Actor 1 and Actor 2 complicate (in general case) an adequate analysis of social and other processes, as well as forecasting of this communication's development from the standpoint of system analysis. It is important to consider current expectations,

preferences and anticipated intentions of a single Actor in dynamics, as well as the related heterogeneity and heteromorphism of the subsequent effects of the Actor on the mechanisms of communication development between the Actor 1 and the Actor 2. Not only is the strength and vector orientation of such effects changing in the course of time, but also the list of current effects. The need for consideration of heterogeneity and heteromorphism in social systems has been discussed in (Heckman, 2001; Morin, 1992; Pennings et al., 2005).

According to the author's concept, Actors are the main generators of the appearance of randomness in social processes, taking into account the heterogeneity and heteromorphism of their current subjective expectations, preferences and anticipated intentions, with subsequent effects of actors on the behavioral mechanisms of communication's development between Actor 1 and Actor 2. A consequence of this is uncertainty in the development of communication between actors. Moreover, the actual restrictions imposed on social processes (primarily of resource, institutional, technological and other nature) do not allow randomness to take precedence over determinism in such systems. But this determinism is temporary (context-situational) in nature.

Within the framework of the current constraints' set, each Actor situationally forms his current subjective expectations, preferences and anticipated intentions in relation to the existing state of affairs for the upcoming communication and possible trajectories of its systemic development, which are the most favorable for achieving the goals of each Actor. Based on the formed current subjective expectations, preferences and anticipated intentions, Actor within the limits of his actual restrictions is preparing to influence communication, achieving the most favorable situation in communication to achieve his goal.

Taking into account the actors' multiplicity in the social system (in relation to the analyzed communication), these impacts are heterogeneous (not always rational from the point of view of optimizing each Actor's costs of available resources or maximizing the Actor's expected effect) and heteromorphic (sometimes even mutually contradictory) in nature.

It should be noted that the semantics of the concepts 'optimization', 'maximization', 'expected effect' used in the previous paragraph has an anthropogenic 'hint of current': it depends on the context of the current situation and the current mechanisms for filling the meaning of these concepts by a specific Actor using his SIP. The importance of taking into account the current in the study of social communications was noted back in 1945 by A. Sch tz in (Sch tz, 1945).

At the same time, reflexive processes in intersubjective relations between actors have a dynamic iterative and contextual-situational nature, which is an

additional source of generating randomness in such systems. In this case, the current determinism (a set of current regularities of social system development) in the mechanisms of communication development manifests itself as a kind of integral from the current causal chains, formed as a result of dynamic interactions of actors. It is the result of the aggregated effect of causal chains on the communication under study (taking into account the reflexive nature of such processes) that forms a set of current regularities of communication development.

6. *Stage 2: Formation of the goals of the Actor 1 (at time  $t_1 \geq t_0$ )*. Based on the results of Stage 1 (the current set of expectations, preferences and anticipated intentions formed by each Actor is concretized at Stage 2), each Actor forms, contextually and situationally, at time  $t_1 \geq t_0$  a behavioral goal (set of goals) of the upcoming communication. At Stage 2, each Actor, depending on the current (at time  $t_1 \geq t_0$ ) systemic changes in the situation around the upcoming communication, may need to adjust the current set of his expectations, preferences and anticipated intentions, which is marked by a dotted arrow of reverse causal relationship. In this case, the causal relationships between Stage 1 and Stage 2 of each Actor can work in a cycle until the goals formed by each Actor are situationally fully consistent with the existing set of expectations, preferences and anticipated intentions of each Actor in the context of the upcoming communication (taking into account the constraints relevant to each Actor).

7. *Stage 3: Communication of Actor 1 and Actor 2 (at time  $t_2 \geq t_1 \geq t_0$ )*. Since we consider generalized behavioral mechanisms accompanying the preparation of actors for communication, we will not discuss communication itself here. But it is important to understand that at Stage 3, each Actor – depending on the current (at time  $t_2 \geq t_1 \geq t_0$ ) systemic changes in the situation around the upcoming communication – may contextually need to adjust the current set of Actor's expectations, preferences and anticipated intentions, as well as the current set of behavioral goals of each Actor, which is marked with dotted arrows of inverse causal relationship. In this case, the causal relationships between Stage 1, Stage 2 and Stage 3 of each Actor can work in a cycle until the behavioral goals formed by each Actor are situationally fully consistent with the current set of expectations, preferences and anticipated intentions of each Actor in the context of upcoming communication (taking into account the constraints relevant to each Actor).

It would seem that actors carry out current actions (including behavioral and semantic ones) at stages 1 and 2, being outside of society. But all these

actions have an intentional orientation – they are performed before social communication. Moreover, each Actor, who in the process of performing these behavioral actions is enriched by the experience of understanding himself with new semantic nuances of the paradigms existing in his SIP, automatically initiates transformational processes in the SIP of Actor. This, in turn, confirms the stated above hypothesis about possible changes in the actor's SIP over time, and the importance of contextuality and situationality in the study of behavioral processes taking place in society.

At stage 3, each actor's current expectations, preferences, and anticipated intentions are institutionalized (become intersubjective institutions of actors' communication).

Stage 3 is important for analyzing the mechanisms accompanying the preparation of actors for communication, also because at this stage each Actor gets acquainted with the content and vector orientation of the current set of expectations, preferences and anticipated intentions, as well as the current set of behavioral goals of his vis- -vis for the future communication. Taking into account the action of the hypothesis put forward earlier about the readiness of each actor's entry into the upcoming communication on a constructive basis, taking into account the possibility of compromises between actors, it is necessary to consider the constructiveness of the actors' intentions as readiness for an interactive and reflexive process in which both actors are immersed and in which the process of the upcoming interaction of actors plays a leading role for each Actor to understand the possible need to come during the process of future interaction to a compromise that takes into account the content and vector orientation of the current set of expectations, preferences and anticipated intentions, as well as the current set of behavioral goals of one's vis- -vis for the upcoming communication. Consequently, a constructive social understanding of the current semantics and mechanisms (current regularities) of communication arises as a result of an interaction's dynamic process of a reflexive-iterative nature and coordination of behavioral decisions and actions of two actors related to each other.

At the same time, each actor, anticipating the results of future communication, is ready for the fact that part of his current set of expectations, preferences and anticipated intentions, as well as part of the current set of behavioral goals, will never be fulfilled for the sake of the constructive compromise reached (during communication) between actors. In terms of dynamic systems, this means that actors coordinate with each other — both of their behaviors regulate each other's behavior in order to achieve mutually acceptable communication results.

Intersubjective relations of the most diverse nature, formed between Actor 1 and Actor 2, may be the result of the communication under consideration. This may be, for example, a deal or intentions to make a deal; constructive scientific dispute; a lesson with a lagging student; love affair, etc., in which the interests of the Actor 1 do not contradict the interests of the Actor 2.

But at each stage of preparation for communication, actors use an individual SIP, as well as each actor individually understands the semantics of contextuality and situationality as tools and arguments for making current behavioral decisions and performing current behavioral actions of each stage by each actor.

## **Discussion and conclusion**

The results of the study suggest that Hypothesis 1, which formulates the mandatory binding of the terminology semantics, used in studies of actors' communications only taking into account situational contextuality, is an attribute of such studies for the purpose of increasing the level of their correctness and relevance.

The article briefly describes the mechanism of preparing actors for communication, and notes the essential role in this preparation as tools and arguments for making current behavioral decisions and performing current behavioral actions of such concepts as the 'System of Actor's Individual Paradigms', 'situationality' and 'contextuality'.

The comments to *Figure 1* so far have the character of linear (mechanistic) logic of determinism due to the stated idealization of the problem's formulation of this study: without binding to the semantics of the actors' behavioral characteristics and the semantic load of the communication under consideration. When specifying them, one should expect the possibility of using nonlinear approaches to the study of communication processes in society (with the identification of nonlinear causal relationships generated by actors during communication) when considering specific behavioral mechanisms.

Even idealized (taking into account previously made assumptions-limitations) actors' preparation for communication shows the relevance and correctness of the Hypothesis 2 proposed above, in which SIP is designated as an instrument of the actor's cognition of the world and reflexive interaction with it.

Comments to *Figure 1* allow us to conclude that the application of Hypothesis 3 proposed above, which states that in the research of actors' communication it is mandatory to use only current (actual) semantics of the Actor 1's paradigms from his SIP (in preparation for communication) for their relevant consideration in the research conducted in the article, is correct and relevant.

The conclusions made in the study are addressed primarily to researchers of the problems of social systems and processes, but it seems that most of the results obtained here are applicable to a wide range of applied tasks in which behavioral mechanisms in social processes are studied. Some of the results presented here are debatable and, perhaps, in order to contextualize their semantics and determine the subject area of their application, they will require additional research to verify them.

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