

Chapter 2

Leisure and Entertainment as a Creative Space–Time Manifold in a Post–Modern World

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ABSTRACT

The postmodern overcoming of linear rational reasoning of the modernity creates a new world of deeper understanding and better implementing myth and fairy tale. Today, neither the labor behavior nor the consumer preferences are determined with the classical economic and mathematical models of price. The money (wage for labor or costs for goods and services) is no more able to play the key role in motivating a choice or an effort. The essential factor is the impression, feeling, miracle, and their contribution for defining the identity of the actor, his or her personality. The virtual space is a tool to discover the real internal universe of human beings, including the creative competence, novelty, and innovation. Leisure and entertainment are necessary for this seeking of the human being essence – as actor, creator, and consumer. The chapter is designed to help one understand the real motivation of actors in a post-industrial sector.

INTRODUCTION

The chapter deals with the notions of post-modernity as a special concept describing the intentions to overcome the simplified extreme modeling of humans as one-dimensional subjects. The rationality cedes to the complex vision of humans with their values and hierarchy of needs, their affective capabilities to do the things which are impossible to robotize: to create something new (never existed before), to persuade and involve people (without the financial motivation),

to change the social system and its political and economic tissue (with associations and initiatives for humanitarian values)...

The level of technological progress permits to assure the surviving, and people start to discover the *pleasure* (in contrast to profit) in traditional "toil" – in physical transformation of a rude material or in painting and composing poetry, in nature and communication: in cultivating vegetables, looking after animals or helping the weakest members of society (disabled, sick and aged persons, children, etc.). This process is related to the

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re-vitalizing of community type of relationship and, at the same time, reflects the transferring labor into the entertainment.

The downshifting phenomena, the Google' office creative ambiance or the success of social networks and communicative devices demonstrate the diverse examples of this transformation inside the huge and cruel world of corporative capitalism, which is forced to adapt its producing system towards the changing reality of human resources and innovative economy of knowledge.

The new generation of widespread and increasing professional group – the programmers and IT-specialists – represents the new system of values and senses, where a work should be a pleasure. The results of young IT-graduates values' research are presented in the chapter as a material to describe the real motivating schema of the new generation of the growing socio-professional group, which is assumed to play the key role in the post-industrial economy.

The prospective research of the creative world in the virtual space and in the real social activity should be based on the looking for an emerging ideology (in the form of a religion or of a sophisticated legal system, a values' scale or a patch of imaginary pictures and visual lifestyles).

The objectives of the chapter include:

- To present the logic of the social development in the spiral from rational formalization and disenchantment of the world towards the new coil of miracle and impressive diversity of ways to know, from the “death of God” (Nietzsche, 1974) to the triumph of human being, and back to the search for the Divine nature inside the humans, the creative spark in the controversial networked individual;
- To describe the specific part of the global system, which is called post-modern world, including the comprehension of the

simultaneous co-existence of traditional, modern and post-modern elements in each society and the preponderance of these elements in the industrialized and post-industrialized countries;

- To reveal the problem of the management in today companies in the post-industrial sectors of information, telecommunication, in the R&D departments and high-technology sectors, especially, the task of motivating employees to invent the novelty and to use the miracle of their ideas and vision – for the corporate profit;
- To propose some results of the sociological research of values and normative models of the employees' behavior, and to formulate some directions of efficient governance in the field of the IT and high-tech sectors, taking into account the unique feature of humans to create novelty.

So, the chapter can be characterized as the sociological support for management in the IT-sector and high-technology fields, in the virtual reality including the entertainment branch.

BACKGROUND

Post-modern sociological polemics is related to the necessity of understanding the social reality, which appeared after the extreme rationalization in modernity. The post-modernity follows modernity on the temporal axis (“post” as “after”), but also overcomes its idiosyncrasy in the field of content (“post” as “overthrown”).

The socio-cultural, economic and political transformations of the last quarter of 20-th century demonstrated the new basic principles of individual and group behavior. The scientific models of rationality were not able to explain the observed facts of the deepest roots of the acts.

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