Empirical Substantiation of Management Activity: Imperatives of the Sphere of Publicity in the Context of the Contemporary Postmodern Society

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Abstract: The process of empirical substantiation of management activity in the context of existing requirements for ensuring the development of the public sphere is investigated. The relevance and necessity of such a justification is due to a number of postmodern factors, in particular, such characteristics of the indicated activity as versatility of implementation and direction, significant uncertainty of the premises, poly-subjectivity and value of reaching consensus. The essence of empirical substantiation is defined as the process of establishing the reliability of knowledge about the initial situation by applying a number of proven methods and measures. The difficulty of such an establishment is due to the fact that there is a fundamental opposition between knowledge and the real situation of objects reproduced by it. The justification of the reliability of empirical knowledge differs from the data similar to the content of scientific research and verification of data, since it includes taking into account the significance of the subject given to the subject of managerial activity. Given the subject-object nature of the latter, its empirical substantiation is carried out using a combination of natural science and humanitarian postmodern approaches. The position is substantiated that intersubjective certainty fundamentally differs from subjectivity and the lines of their distinction are drawn.

Keywords: *contemporary postmodern society; substantiation of management activity; empirical substantiation; postmodern factors; subject field of management activity.*

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1. Introduction

The expansion of publicity sphere in modern Ukraine and the establishment of democratic governance is accompanied by widespread involvement of the public, its organizations and individual stakeholders. The main trend in the development of Ukrainian public-government relations is the transition from traditional hierarchical relations to the postmodern horizontal, network-based model of managing society with the involvement of the public. Public management is carried out with the help of the ability to make and implement collective decisions, to achieve a common understanding of the development of events. Attracting a wide range of active actors in public management processes means, among other things, an increase in the number of points of view, the range of approaches and relationships that must be taken into account while the implementing management activity. In these conditions, the importance of scientific and expert support, informational and analytical competence of managers, their ability to adequately understand and take into account the peculiarities of the prerequisites for the implementation of the management process (Busel, 2020; Habermas, 2016; Petrovskyi, 2018). The complexity of the scientific justification of the ongoing social transformations in the context of the contemporary postmodern society in the field of publicity is due to the action of a number of factors, among which, first of all, it is necessary to note the openness of this sphere, the significant uncertainty of the changes, the multifaceted polysubjectivity, as well as the powerful opposition of the anti-democratic forces to civilization development.

Accordingly, the role of subjects of management activity is more and more reduced to coordination of joint efforts on the basis of true reproduction of the subject field of changes and achievement of agreement in determining their direction.

Thus, in the democratic process of expanding the scope of publicity, the importance of the empirical substantiation of management activity, the establishment of the reliability of knowledge, is taken as the basis for the ongoing transformations in the context of the contemporary postmodern society. At the same time, the relevance and problem of such a justification is increasing due to the action of a number of negative factors.

An analysis of modern approaches to the disclosure of the current problem of the reliability of empirical knowledge and effective methods for its verification is carried out. The emergence and application of new

methods of research and confirmation of facts is demonstrated, in particular, by the example of the practical use of fact-checking in journalism.

2. Theoretical aspects of the empirical approach to management activity in the context of the contemporary postmodern society

2.1 Previously unresolved parts of a common problem.

The use of the empirical approach in scientific research is used in a variety of ways, ranging from medicine to the socio-economic direction (Berg et al., 2017; Lauerburg et al., 2020; Ponathil et al., 2020).

Also, the empirical approach can be found in the study of postmodernism and all its directions (Gelso, 2009; Hamouda & Gharbi, 2013; Kielkiewicz et al., 2019).

The application of an empirical approach to the study of any managerial processes has always attracted the attention of leading scientists. For example, Chugh et al. (2020), who used an empirical approach to study the impact of management on product development for a single company.

In the context of security and management improvement, the empirical approach was applied by Wang et al. (2020).

At the same time, it must be noted that the existing approaches to the disclosure of the issues of substantiating management activity do not sufficiently focus on the empirical component of such justification, and do not fully take into account the complexity of the public sphere with its multi-vector nature of changes and subjective diversity. The combination of objective data and objectively existing characteristics of subjects as empirical prerequisites for development is not properly disclosed in the context of the contemporary postmodern society. According to the aforesaid, the goal of the proposed article is defined as a partial solution to the problem of revealing the theoretical and methodological foundations of ensuring the completeness and reliability of empirical knowledge as a necessary condition for the effectiveness of management activity in public conditions in the context of the contemporary postmodern society.

2.2 The main features of the sphere of publicity and contemporary management in postmodern society

An important feature of our time is the expansion of the sphere of publicity, which includes both the activity of civil society associations and the activities of the system of governing bodies. The latter include state institutions (not only executive, but also legislative and judicial), local authorities, public sector institutions, political parties and public

organizations. The characteristic of publicity reveals their content as open, unprofitable and aimed at serving the public structures. In turn, public administration includes the activities of the entire system of state authorities and local self-government and provides for the wide involvement of various stakeholders in the formation and implementation of public policy in the context of the contemporary postmodern society.

The sphere of publicity covers a totality of phenomena, processes and institutions, the existence of which is socially discovered and designed to realize the common interests of a certain group of people and the like.

Management activities in the sphere of publicity can be represented by the joint activities of a number of entities - active participants in the development of modern society. These include, for example, public authorities and local governments, public sector institutions (media, schools, healthcare institutions), public associations and the scientific and expert community. These entities form and implement public policy, crystallize in specific forms of public administration. From the joint efforts of all these participants in a conceptually defined direction that positive results can be achieved — the balanced development of society (Bakaev, 2017; Baudrillard, 2014; Kiyashko, 2019).

The combination of diverse efforts of social actors is ensured by the validity of the proposed changes, the rationality of which is achieved by a complex process of taking into account the interests of various entities, establishing a compromise or consensus of various points of view, and the like. The modern way to implement such a deliberate democracy in the context of the contemporary postmodern society is discourse - the process of public deliberation, discussion and finding a common understanding of complex social problems. The governing influence has a fairly wide range of possibilities and means of implementation, especially noticeable in the modern information society. Media, the network system for disseminating information creates powerful pressure not only on delivering news to the consumer, but also on shaping citizens' attitudes to certain events before mobilizing them for a direct response. In parallel with this, media are becoming effective means of misinformation, and in the conditions of a hybrid war - an instrument for carrying out informational and semantic aggression. Traditionally, the influence of state management structures on social processes was carried out using three main means - coercion, stimulation (obstruction) and persuasion.

Today in contemporary postmodern society public relations are characterized by a higher level of freedom, autonomy of participants. Accordingly, in the conditions of modern democracy, managerial activity is

increasingly oriented toward a means of persuasion — engaging in joint actions on the basis of a conscious attitude, understanding the need for ongoing reforms. This increases the importance of reliable information or the ability of each subject of management activity to verify an adequate understanding of objective reality.

The justification of management activity in the field of publicity is carried out in an open space by the subject determining the future activity, its goals and means, strategy and tactics, and a number of other important characteristics (Gadamer, 2010; Lippman, 2014; Woodcock, 2014; Zimbardo, 2010). A feature of this justification is just a significant element of the initial uncertainty, the availability of alternative practices, the need for conceptual and systematic prediction of future changes. As a rule, the rationale is divided into empirical and theoretical.

Empirical substantiation of management activity in the field of publicity in the context of the contemporary postmodern society is the process of establishing by its subject the authenticity of the original principle or the picture of reality, by systematic verification of information on its compliance with objective data and the possibility of use as a prerequisite for planned changes.

Adopting realistic management decisions, defining the essential properties of public-management activity is also based on theoretical provisions, rational rules and imperatives, which are confirmed by previous experience.

2.3 The objective reality and methods of empirical substantiation of management activity in the field of publicity in the context of the contemporary postmodern society

The need for empirical justification for managerial activity is due to the fact that the modern sphere of publicity is characterized by rotating its contradictory properties, namely:

- The complexity and versatility of the public management process and the lack of its unambiguous causal certainty;
- Field-subjectivity - at the same time the actions of a significant number of participants seeking to realize their partial interests;
- A high level of mediation (media primarily) of the real process by a number of interpretations and, as a result, the existing polyphonism of visions or narratives;
- Significant influence of politically (party) biased, partial in content, points of view;

- Conscious distortion of reality through the propaganda spread of pseudo facts;

These properties are external and objective in relation to a specific subject of management in nature and impede its activity. Therefore, an effective public relations management task has an important task - to uncover and discard false layers and recreate authentic reality in its essential features. The difficulty of knowing the initial state of public management activity, as well as the corresponding empirical justification, is due to the fact that it organically intertwines social-natural, objective in the way of existence, phenomena and subjective judgments, assessments - everything that shows the attitude of the participants in the process to the whole process or its individual manifestations. Therefore, an important task of the empirical substantiation of management activities in the field of publicity in the context of the contemporary postmodern society is a clear distinction between the actual given and all possible gamma of its interpretations.

The problematic nature of the formation of such a reliable picture of reality is supplemented by the fact that, in addition to the external contradictory information field, there are internal difficulties for a particular subject - their own prerequisites for subjectivity. The success of the information-analytical substantiation by the real subject of his management activity largely depends on the ability to remove the veil of his own bias, to discard false attitudes and act on the basis of an adequate reproduction of the premises of practical changes (Loza, 2017; Meltyukhova, 2010).

Thus, the empirical substantiation of management activity in the sphere of publicity in the context of the contemporary postmodern society must be defined as establishing the reliability of primary knowledge regarding this activity as adequate to the concrete reality of the narrative. In contrast to the theoretical justification that uses the laws of the subject field of activity, the empirical one reveals reality in its objective reality to the subject. So, the empirical justification performs the function of establishing the reliability of knowledge, its conformity with reality. However, such an establishment is rather problematic and requires significant refinement.

Objective reality is a combination of phenomena, events, processes, not only exist as objective reality, but to one degree or another they influence the further course of events, determine management activity. These are circumstances that managers must reckon with in order to achieve a successful result. They play the role of axioms of further discussion by the theorist or the practice of management, managerial decision making and the like. The main form of reproduction of objective reality are facts. For the science of public administration, as for most sciences, there is the problem

of establishing the reliability of facts. It is complicated by the fact that the concept of “fact” has a double meaning. Firstly, the fact is an event, a thing or its property that really exists (took place) in objective reality. Secondly, the fact is a statement of objective reality in a person’s mind with the help of spatiotemporal definitions. In this sense, the definition of fact as a “construct of reality in terms of consciousness”. In the field of publicity in the context of the contemporary postmodern society, the manager deals with the facts of social life, which, along with their material carrier (substrate), carry the value of activity (ideal) mediation. For example, the usual gatherings of the united territorial community or public hearings (as well as a number of similar events) are determined in a specific time and space (here and now). According to the establishment time and place of their implementation is carried out using the space-time continuum - objective invariants that describe the usual course of events without targeted intervention of the subject. Traditionally, this approach is implemented in the framework of observing the natural science paradigm, more objectively represents the existing state of things, does not take into account the properties of the subject. For this purpose, the entire methodological potential of modern science is used in management activities, and the specific purposeful nature of this activity is also taken into account.

Accordingly, the concept of verification means the process of establishing the truth of scientific statements by their empirical verification. The simplest forms of such verification can be:

- fixing the recurrence of facts and events;
- the use of not one, but two or more sources of information;
- a refutation of the opposite statement, a demonstration of its absurdity, and the like.

The verification method is widely used in management activities to confirm or deny the working hypotheses put forward in the process of making managerial decisions and modeling organizational activities.

As a rule, descriptiveness should be supplemented by a systematic approach, that is, by applying a certain criterion for choosing a sequence in reproducing events or phenomena. It is also important that the criterion warns against the possible bias of the manager in compiling the facts, and therefore it must be external or irrelevant to the qualities of the subject. A typical example of such impartial systematization is the temporal sequence of events.

The requirement of objectivity in relation to informational background focuses on the use of those sources that have institutional recognized status. These include statistical and reporting data, economic

indicators, the results of opinion polls, information from analytical centers, officially established facts, monitoring findings and the like. So, the use of official information sources, first of all, statistical data can provide fairly objective information, since it provides and takes into account reports of enterprises and organizations, and the like. It must be remembered that statistics data are indicators obtained using the potential of the corresponding science. Statistics is a branch of knowledge, explores and implements the possibilities of quantitative measurement of various social phenomena in numerical form.

Modern statistics develops a methodology for fixing and analyzing empirical data, uses a number of methods, in particular: mass observations, balance method, average method, graphical method and some others. With their help, numerical indicators of a certain class of phenomena are established, and they are compared. Statistical data, as a rule, fix the essential sign of phenomena or processes and take into account its significance for further changes. Such indicators are primarily quantitative, but they also indicate a qualitative relationship between objects. In other words, the numerical statistics are traced their classification function. Important for public administration is the fact that by fixing the quantitative features of homogeneous objects over a period of time, it is possible to establish a vector of changes in the phenomena studied.

So, the previously disclosed methods are mainly focused precisely on a clear reproduction of reality or verification of empirical reality. Also today, in the framework of the natural science approach, a fact check methodology exists and is widely used - a requirement and a way to record and verify facts (checks). Formed in journalism, this technique allows exposing false information, empty promises, populism and manipulations that politicians resort to. It is a clear fixation of the event (text, sentence, promise) in the "was / was not" coordinate scale that makes this technique necessary and effective. The basic principles of fact checking include:

- the facts must be carefully checked;
- the accuracy of facts is more important than sensation;
- it is necessary to separate the facts from interpretations and assessments;
- social networks should be used very carefully;
- it is necessary to use several sources of information;
- the need to consider information from alternative sources.

2.4 SWOT analysis and other frequently used methods of empirical substantiation of management activity in the field of publicity in the context of the contemporary postmodern society

It must be noted that in modern management methods have been applied that, to a certain extent, combine a purely objective approach, taking into account the characteristics of the subjects of activity. So, a proven and successful method of establishing the complex properties of an organization's activity is a SWOT analysis - determining its strengths and weaknesses, opportunities and threats of planned development. Designed to analyze the market ability of a particular enterprise or economic sector, this analysis has shown its effectiveness in the context of a study of the activities of public sector institutions and their subjective development factors. In our opinion, it is quite appropriate to use the SWOT analysis to establish the development potential of an individual participant in the public management process. In this context, its positive value is due to the following requirements:

- the use of the principle of objectivity in considering the subjective properties of the participants in the interaction;
- establishment of clear / unambiguous characteristics of an accomplice in publicity;
- submission of value judgments to the specifics of programmed changes.

It is appropriate to emphasize that the SWOT analysis carried out in our context is a priori in relation to future activities, and therefore, in the context of the planned changes, they must be consistent with their requirements.

The essential property of management activity in the field of publicity, as well as of all social phenomena, is that it exists in dual ontological dimensions - the objective manifestation is necessarily supplemented by subjective content. The latter is the idea of the previous practical mediation embodied in them, the project of the formation of the objective world in the social dimensions of human ideality has been implemented. Objectivated in the real world, subjective intentions require the proper reproduction, an adequate understanding by the subject of new forms of activity. Moreover, existing in the subjective dimension (ideal in the form of existence) intentions, aspirations, interests, goals of various participants in social processes, significantly affect the course of events. As a reflection of real processes and of one or another vision of their essential meaning, imaginary narratives of the future affect further development. In

other words, the formed and established understandings of the subjects of action perform a preformative function, determine the subject's attitude to reality, and, ultimately, change it. Due to the complex interweaving of objective properties and subjective factors in social reality, the study of this reality takes on the character of "approaching the horizon," where each next step forward opens up new perspectives. It is difficult to establish the adequacy of specific objectively directed knowledge of the real social process, there will always be a certain moment of the unknown, and the research process is likened to the pursuit of "reality, that disappears".

Additional difficulties in the study of publicity arise due to the fact that common interests for many participants are realized in it, and all of it constitutes are the field of competition (additions, changes and clarifications) of intersubjective values. Their understanding directly depends on the position of the subject of research, his attitude to the totality of the initial facts, the desire to form an unbiased objective vision, and the like.

The context of determining the empirical basis of public management activity in the context of the contemporary postmodern society involves the consideration of phenomena and processes with the participation of individuals and their associations, with their different attitudes towards joint events, differences in the level of awareness and the like. Therefore, methods of psychological science are of great importance, the use of which allows to reveal the inner potential of each subject of social processes, to demonstrate the level of their conscious attitude to common affairs. Undoubtedly, this is necessary in the context of understanding the differences in approaches of various psychologic schools (behaviorism, psychoanalysis, cognitive and humanistic psychology, and others), since each of them illuminates its own special aspect of the multifaceted inner world of man. So, to determine the degree of influence of external factors on the attitude of citizens to managerial processes, it is possible to use behaviorism methods, with the help of which the behavior of individuals and their associations is recorded depending on the requirements of the political and legal regime, socio-psychological atmosphere and the like. Using the behaviorism method, the behavior and attitude of people under the influence of external circumstances or under the pressure of managerial influence is determined. It is appropriate to note that designing public behavior, and even more so changing it on the basis of direct dependence on the real situation and the content of managerial influence, is ungrateful. The limitations of this approach cause its replacement with more modern and deeper methods of humanistic psychology and organizational culture, with the help of which value orientations and conscious motives of participants in

public events are taken into account. This is consistently affirmed in the well-known law of response uncertainty, reveals the mediated nature of the relationship with the subjective control of interaction, the importance of taking into account their self-determination, etc.

Formally, this law states the inability to determine (predict) the reaction (response) of a subordinate to a specific control action based on only the content of this influence. In the in the context of the contemporary postmodern society, the law of response uncertainty affirms the importance of fixing the following premises of the public management process:

Firstly, the interaction (interaction) of the participants in the management process must be characterized as a subject-subject (rather than subject-object) attitude, as performers necessarily manifest themselves as active co-subjects, with their inherent professionalism, level of awareness of tasks, and the like.

Secondly, the quality of the response (actions of the co-subjects of the managerial process) is determined by the subjective (physical, professional, moral, psychological, etc.) qualities of these co-subjects and therefore the validity of future changes will be the greater, the more understandable and considered state of performers.

Thirdly, the influence of the subject of management on performers is mediated by stereotypes that dominate in public opinion and therefore, in the case of a meaningful unity of influence and stereotypes, the adequacy of the response will be contested. When the influence is an innovative business, which does not meet and even contradicts generally accepted stereotypes, the mediating role of the latter will be reduced to leveling the innovative essence of the impact. The indirectness of managerial influence means its effectiveness in the corresponding social space in meaning. The most important element of mediation is public opinion - generally accepted points of view, functioning in a particular social environment, integrate it and provide a sufficient level of agreement. Public opinion forms and reinforces stereotypes - precepts that significantly affect a person's perception of the world and, as a rule, perform a stabilizing function. It is also necessary to remember that public opinion, in addition to the formation of stereotypes, identifies an abstract idea with a clear, simplified image of social value, it is "a moralized and codified version of facts" (Lippman, 2014, p. 463). And this, in turn, argues conformism - normatively streamlining the influence of the majority on a minority, leveling a person's own position in order to agree with the majority. Therefore, reforming the sphere of publicity by administrative means is rather complicated, it must take into account not

only the real state of public opinion, its system of relations and values, but also its significant inertia.

Thus, the empirical substantiation of management activity in the field of publicity in the context of the contemporary postmodern society requires constant consideration of the autonomous, self-sufficient nature of the participants in the managerial process, the mediation of their response to planned changes in personal and general social properties. This is especially important due to the actualization of the democratic way of management and the value of consciously rational involvement of executives of the managerial decision as co-actors of the changes.

It can be stated that the specificity of activities in the field of publicity, where a significant number of subjects are actively participating at the same time, requires fixing the activity of individual groups, various associations of citizens, administrative institutions, and the like. Therefore, it will be logical to refer to the identification method, which is defined as the establishment of kinship with whom on the basis of the unity of a certain number of characteristics. Using this method, it turns out that the persons, groups and other subjects of the public sphere in the social, political or ideological movements are affiliated. A fixed community of thoughts, ideologies, especially organizational forms, allows the subject of managerial activity to structure the society taking into account responses to planned reforms and provide for the possibility of implementing the latter. It is no coincidence that various scientists noted the social significance of identification and its impact on socio-political processes.

Given the above, the indisputable importance for the practice of public administration should be sociological data, with which there is a capture the subjective component of public management processes. It should also be noted that sociology is the science of society as a holistic system and its individual elements have a theoretical and empirical direction of development. The latter organically continues the positivist approach of the founder of sociology O. Comte and comes down to studying the direct data of society. And the empirical statements of the state of society carried out over a long period of time (data collection, various surveys) have formed a fairly productive methodological toolkit of research.

The collection of sociological data is carried out using the following basic methods, such as observation, survey, testing, analysis of documents and the like. These methods can be aimed at identifying objective reality (census, quantitative indicators of its individual groups, etc.) and the content of public opinion (assessments and attitudes to certain events). The simplest method of sociological research is observation - an organized and

purposeful reflection of social being in its various manifestations (customs, traditions, social relations, lifestyle, norms of behavior, etc.). Observation is focused on the achievement of a cognitive goal, is based on a specific concept (idea) and uses fixed means. It has the advantage of reproducing the object of observation in its immediate forms of manifestation, since in this case the subject does not change the way social processes proceed. The latter can be observed openly and covertly, by the method of the subject's external and included positioning. A kind of observation are television reports (excluding comments) from the scene.

A fairly common method of studying public opinion is a survey conducted in the form of questionnaires and interviews. Interviews are carried out using questionnaires, the content of which is aimed at revealing a specific problem. The accuracy of obtaining objective information by questioning depends on:

- the clarity of the stated goal and the working hypothesis of the study;
- anonymity of respondents' answers;
- specificity, lack of alternatives and exhaustibility of the questions of the questionnaire;
- a quantitative survey array (advanced techniques are limited to 1.5 - 2000 people for reliable information about the general condition or trend)
- representativeness of the sample array (representation of all possible social groups).

In general, it should be noted that sociological data fulfill an important function of the empirical basis for managerial decision-making and contribute to improving the effectiveness of public management activities.

Empirical methods for studying the prerequisites of managerial influence find their combination in monitoring. With the help of monitoring, a systematic study of the object and information support for the adoption of a management decision are carried out. Monitoring is a unifying methodology of empirical research and includes descriptive, statistical, sociological and other methods. Along with these methods, can be use the methods of comparison, assessment, control, diagnostics, forecasting and the like. Actually, the latest methods take monitoring beyond the framework of an empirical statement of facts and are elements of a theoretical study. The productive importance of monitoring for public administration is determined by the fact that its use ensures the obtaining of objectively concentrated, adequate, accurate, continuous and timely information.

Therefore, for management practice, it is important to constantly monitor particularly acute problems.

Objectivated in the real world, subjective intentions require proper reproduction, an adequate understanding by the subject of new forms of activity. Moreover, existing in the subjective dimension (ideal in the form of existence) intentions, aspirations, interests, goals of various participants in social processes, significantly affect the course of events. Therefore, an adequate reproduction of the social and managerial sphere must be reckoned with subjective interpretations, especially when they are intersubjective.

Methods for establishing the objective value of intersubjective interpretations (general vision of social events) have been developed by hermeneutics methodologies. From her perspective, the public perception of specific events is always embedded in their overall explanation, in the context of dominant definitions and relationships. The constructive format of the hermeneutic interpretation of the subject given in managerial activity is the ability to see the growing opportunities, open hidden resources and the like, according to the existing problems, difficulties and hardships. An example of this is the recent practice of using crowdsourcing, with the help of which an idea bank is formed. Attracting a wide range of people with different personal and professional knowledge to solve problems and generate ideas plays an important role in the development of business and society as a whole.

At the same time, the subjective interpretation of the meanings of events and facts of reality (due to differences in interpretations) cannot be a reliable and sole basis for effective public administration. Moreover, the intersubjective interpretation of the existing situation is not necessarily positive for further development, it can have a destructive value. In political misinformation, in particular in the information war, quite often the facts are not only distorted, but also deliberately interpreted in a false coordinate system. Therefore, it is necessary to state the importance of forming a system of fuses from all kinds of subjectivity.

3. Conclusions

The process of empirical substantiation of management activity in the context of the contemporary postmodern society of the public sphere, with its democracy and openness to continuous modernization, is considered. The activity under study is characterized by such features as multifaceted direction, polysubjectivity, the importance of determining specific prerequisites, resources and development factors. The necessity of

empirical substantiation of managerial activity in the context of the contemporary postmodern society is revealed, which is due to a number of different challenges, the ambiguity of perception and interpretation of the actual given. The drawn lines of demarcation of the process of substantiating the reliability of empirical knowledge for managerial activity and data quite close in meaning to the scientific search and verification. The essence of empirical substantiation is defined as the process of establishing the reliability of knowledge about the initial situation by applying a number of proven methods. The latter are structured according to the criterion of correspondence of natural scientific objectivity or intersubjective given interpretations, reproduce the specifics of the subject of managerial activity. The methods of the first group include comparisons, fixing statistical data, fact checking, and the like. And the features of the relations of subjects are revealed using a number of sociological and psychological methods. The importance of the reliability of empirical data on the subjects of changes in the scope of publicity in the context of the contemporary postmodern society was emphasized and a warning was made against the potential threat of subjectivity.

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