

DYNAMIC MODEL OF SECURITY

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The article presents a critical analysis of securitylogy – as a new, shaping branch. The author defines the notion of "security" as a certain objective condition based on the lack of threat, sensed subjectively by individuals or groups. Analysis leads to the dynamic model of safety which consists of four independent elements: objective situation (danger) - subjective perception - behavior (decision, activity) based on subjective perception - effects dependent on objective situation → new objective situation.

Securitology as a new approach examines **dangers to the existence, development and normal functioning of individuals and social organizations**. Safety as a subject of research has a multilateral character and is more than a sum of absence of danger. Safety is a function of numerous factors¹.

Influence of these dangers is studied by basic and applied, theoretical and practical sciences which results from the fact that numerous factors have impact on safety: objective and subjective, internal and external, abstract and concrete, constructive and destructive, static and dynamic, sociopsychological and technical, legal and natural, macro- and microeconomical, all of which are inseparably and mutually connected.

The holistic² approach helps to distinguish new characteristics of organized systems of codependent elements which may lead to synergic³ effect (valued constructively or destructively).

Security means a certain objective state, which usually consists in the lack of any threat to the existence, development and normal functioning of the Man, subjectively perceived by individuals and groups⁴.

It should be noticed that the word: "state" is very closely related here to the concept of situation which describes the configuration of common relations between a human and other elements of his/her environment within a certain bracket of time. About the situation we say then, when we analyze this kind of relation from the point of a human (who is one of its elements), while the "state" means here that the subject of the situation may also be non-human.

The concept of situation is very complex. As **Tadeusz Tomaszewski** notices, each situation is defined first of all by its **elements** and their **features**, by the **state** of particular

¹ DWORZECKIJ.: KOCHAŃCZYK R.: *Współczesne zagrożenia*. Gliwice: GWSP 2010.

² Holism, the idea that the whole is more than a sum of elements, from *hólos* (gr) – whole, total.

³ Synergy means that interaction of elements yields a result which in some aspects is larger than the simple sum of effects produced by each of the elements separately. SZMIT M.: *Informatyka w zarządzaniu*. Warszawa: Difin, 2003, p. 14.

⁴ KORZENIOWSKI L.: *Securitology. The concept of safety*. "Comunikations" 2005, No 3, s. 20-23; KORZENIOWSKI L.F. *Securitologia. Nauka o bezpieczeństwie człowieka i organizacji społecznych*. Kraków: EAS, 2008, p. 55. www.sbc.org.pl/dlibra/doccontent?id=13871&dirids=66

elements within a certain moment of time and by the **interactions** taking part in that moment among its elements [TOMASZEWSKI 1977, s. 18]¹. The situation consists of:

1. **scheme**, in which a subject of this situation exists (a person, a group, a society),
2. **activity** of the subject, especially basic activity, by the existence of which we investigate the activity of the subject..

Taking under consideration two basic aspects of a situation – the kinds of a person's activity - two basic situations can be distinguished:

- **existential** (vital). Life means processes of the vital importance for staying alive and the satiation of needs.
- **behavioural** (functional). Activities mean actions of a subject, thanks to which he/she regulates his/her interactions with an environment, shaping by that the environment or himself/herself.

Behaviourists define situations as sets of stimuli. In reality, there exist two different levels of behaviour:

- a) reactive on the elementary level,
- b) purposeful on the higher level.

Dlatego też sytuacje człowieka można wprawdzie opisywać jako układ stymulacyjny bodźców, na które on reaguje, ale trzeba pamiętać, że jest to opis uproszczony, pomijający fakt wyższej organizacji zachowania się ludzi. Oznacza to, że sytuacja jest polem, w którym człowiek rozwija jakąś działalność, realizuje określone zadanie.

That is why the situations - on one hand, can be described as a set of stimuli to which he/she reacts, but it has to be remembered that this is a simplified description, not taking under the consideration any higher organization of a person's behaviour. It means that a situation is the area where a person develops any activity, realizes a certain task.

The stimulatin character of a person's situation is taking place by susceptibility and reactivity. Susceptibility means the ability of animate organisms to the reception of certain stimuli (for example: visual, auditory and tactual receptiveness, etc.). At the same time, reactivity means, characteristic for many people, relation of the power of reaction to the power of creating it stimuli. What it means is that the reaction of different people to similar stimuli varies, so the behaviour of different people in the same environment may be different.

Also, the task situation described is by the characteristics of the surroundings, the subject, as well as by the way an individual sees this relation and understands it.

The employment of an individual's consciousness in shaping his/her situation, has become the basis of three theoretical concepts:

1. **phenomenological**, where the elements of a situation are only phenomena because only these are available in recognition, felt and understood (while the essence is unrecognizable). According to Kurt Lewin, the existence of reality is always the existence to somebody and that is why the situation of a person is always as he/she sees it (senses it and understands it)².

¹ TOMASZEWSKI T.: *Psychologia*. Warszawa: PWN 1977, p. 17-19.

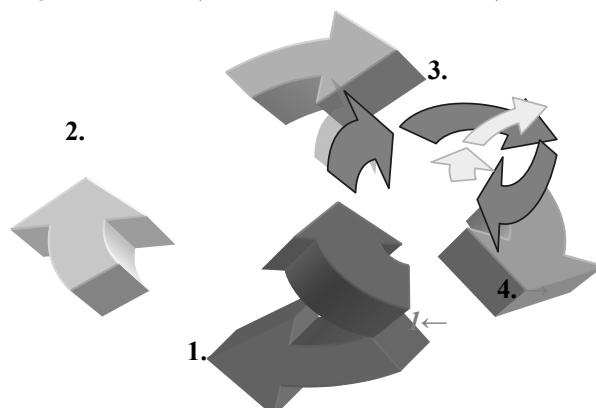
² LEWIN K.: *Principles of Topological Psychology*. New York: 1936, s. 66.

2. **dual**, two contradictory situations: "objective" and "subjective". Recalled by Tadeusz Tomaszewski, Henry Murray distinguishes the objective situation existing independently from the way somebody understands it (situation Alpha), and subjective situation that exists in a certain time-frame the way somebody sees it (situation Beta)¹.
3. **holistic**, comprehensive, encompassing the person's surrounding together with himself/herself, exactly how they are objectively and in objective relations with each other, as well as the way they are being seen by the subject and the other participants of the situation.

The objective features shape the person's behaviour depending on how he/she sees his/her situation, while the understanding of a situation by an individual depends on: a) what are the objective features of the environment, b) what are his/her own characteristics, and c) what course of action he/she takes himself/herself. Furthermore, certain elements of a situation influence a person directly, without the intervention of an individual's consciousness, for example if, estimating the situation as being safe he/she will not react then he/she will be hurt accordingly to the objective characteristics of the threat and not the imagined features of an environment.

Analysis leads to the **dynamic model of safety** which consists of four independent elements:

1. objective situation (danger)
2. subjective perception
3. behavior (decision, activity) based on subjective perception
4. effects dependent on objective situation → 1. new objective situation, etc.



In reality, we often come across a situation, in which the individual's behaviour even if agreeable with the perception of reality, and not with its objective features, results in objective features and not the perceived or imagined ones. Modern technique of registry has shown the tragic situations being such a presented problem (26th of December, 2004 –

¹ TOMASZEWSKI T.: *Psychologia*. Warszawa: PWN 1977, p. 21.

following an earthquake in the nearby of the Indonesian Island of Sumatra, a gigantic *tsunami*-wave was created. The number of fatalities is being estimated at over 300000, wounded at a few million. It was perceived that the environment was friendly, safe.

References:

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<http://www.sbc.org.pl/dlibra/doccontent?id=13871&dirids=66>
3. LEWIN K.: *Principles of Topological Psychology*. New York: 1936.
4. SZMIT M.: *Informatyka w zarządzaniu*. Warszawa: Difin, 2003.
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ВОЗМОЖНОСТЬ ПРИМЕНЕНИЯ СТАНДАРТА ISO 27001 В СФЕРЕ PUBLIC RELATIONS (PR)

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The process of informational security ensuring in the XXI century is actual practically for all the fields of human activity, especially for such a basic field of social stability as Public Relations (PR). Author investigates an opportunity of application of standard ISO 27001 in the above area.

Процесс связей с общественностью, или Public Relations (PR), вне зависимости от того, на каком уровне он осуществляется (государство-общественность, организация-общественность, политик-общественность и т.д.), по сути представляет собой частный вариант достижения общественного консенсуса, в котором заинтересованы все задействованные в данном процессе социальные акторы – как коллективные, так и индивидуальные.

PR-деятельность представляет собой, с одной стороны, разновидность процесса управления (в данном случае – управления общественным мнением по какому-либо значимому для базисного субъекта вопросу), а с другой стороны – разновидность процесса коммуникации (информационного обмена, инициированного базисным субъектом).

С функциональной точки зрения управление есть “целенаправленное воздействие на сознание и поведение людей, осуществляемое с целью направить их действия на достижение желаемых целей” [1: 4], а в самом общем, схематичном виде – “воздействие субъекта управления на его объект” [2: 33]. В свою очередь,