

DONALD TRUMP IS THE AMERICA'S RESPONSE TO THE CHALLENGE OF HISTORY.

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ABSTRACT

"Challenges of history" arise during the moments of a fundamental qualitative transformation of social, political and other relations in the social order. At this time, a social order for outstanding leaders is realized. To analyze their perceptions by different social groups, special models are needed to form the image of a leader in communication.

Keywords: history challenge, archetype, geopolitical simulator

During the inauguration of Donald Trump, riots were organized against his assumption of office. Part of the protesters blocked the passages to the venue of the ceremony. Opponents of the elected president in masks walked through the city. They smashed the windows and turned the garbage cans. Black and sexual minorities took an active part in the protests (Trans community, 2017).

The inauguration of D. Trump was in many respects very similar to the inauguration of A. Lincoln in 1860. Protests against his election led to the civil war of 1861. A. Lincoln won the civil war and transformed America. And even his murder did not return her to her former condition.

A. Toynbee proposed to view history as the birth, development, flowering and extinction of civilizations. He drew attention to the turning points of the fundamental qualitative transformation of civilization. "Challenges of history" arise at these moments. Qualitative transformation means changing the paradigm of social, political and other relations in the social order. It was at this time that a social order for outstanding leaders was realized (Toynbee A. A., 1972)

New leaders are one of the answers to the "challenge of history." These are leaders of a new type. Those who can find an adequate answer in the new changed world. The behavior of these leaders corresponds to a new reality. It does not at all resemble the behavior of already well-known and habitual leaders. Therefore, their behavior causes an open confrontation. Thus, the election of A. Lincoln and D. Trump is America's response to the "challenge of history".

Article aims: to present the theses of the model of the perception of the behavior of America's national leaders in 2016 as a response to the "challenge of history".

The "call of history" is often called A. Toynbee's law. The essence of this law:

- the world around us challenges civilization;
- the elite must find the answer to this challenge;
- if there is no answer or it is inadequate, the civilization dies;
- if the elite was able to find the right answer, the civilization is transformed and continues to exist in a new capacity.

The majority of the establishment and the expert community lack understanding of the need for an adequate response from America to the "challenge of history" (Baltic Security Scenario, 2017, CSIS, 2017, Stratfor, 2017, Hudson Institute, 2017, RISS, 2017). An adequate response means its transformation. Otherwise, it will leave the historical scene. For example, the political elite of Austria-Hungary did not find the right answer after the First World War. The Habsburg Empire could not transform and disappeared. The peoples remained and settled on their own nation-states. On the contrary, the new political elite of the former Russian Empire managed to transform the empire into the Soviet Union by 1924. Transformation means the adoption of a fundamentally new paradigm of socio-political organization. For example, the victory of the North in the civil war of 1861 completely changed the paradigm of the socially political organization of American society.

At present, America and the world have fundamentally changed. However, most of the elite, the expert community and various social groups continue to think in terms of the old paradigm. It is very accurately illustrated by popular geopolitical simulators. For example, the simulator "Power & Revolution" is presented as a model of the modern world (Power & Revolution, 2017). In the simulator presented almost all countries in the world. They have their own special characteristics. Algorithms for their creation and interaction with the surrounding world are defined. The developer claims that the simulator makes it possible to check ready and develop new scenarios of behavior of different countries in the modern world (Eversim, 2017). To study social and political processes within each country, events in the world and geopolitical upheavals. The simulator is used by different organizations, for example, NATO, for the training of personnel in the sphere of politics, diplomacy and for modeling crisis situations.

All existing geopolitical simulators exclude the possibility to simulate a "history challenge" (Power & Revolution, 2017, Baltic Security, 2017). That is, there is no possibility to model a qualitative change in the paradigm of socio-political relations in the state and between states. They do not allow to model a social order for the nomination of new leaders. Do not allow to test the perception of their behavior by different social groups. Evaluate activities in the new paradigm of socio-political relations.

There are various generalized characteristics of the qualities and characteristics of national leaders. For example, a generalized characteristic based on universal basic innate mental structures is defined as the leader's archetype. It arises from the collective unconscious and forms the image of a leader in communication on the basis of universal patterns or motives of behavior and activity.

Arkipip Donald Trump - Strict father. He is an alternative and confronts the archetype of Hilary Clinton - the Great Mother, who can turn into a Horrible Mother. The Great Mother causes the greatest fear when she openly demonstrates her destructive abilities and becomes a terrible mother. The reaction of Hilary Clinton and her supporters to the results of the elections is ideally suited to the

archetype of the Great and Terrible mother. She and her supporters are trying to provoke the nation's total fear and horror ahead of the future. They try to impose an opinion that only the Great Mother can protect her children and eliminate the causes of fear.

Donald Trump embodies the archetype of the Strict Father. He is the creator and head of the family. Strict, but fair. The father is loved not for his mistakes, but for selfless service to the family. He has the power to protect the interests of the nation. He identifies his interests with the interests of the country. Some love him, but others are afraid. Those who oppose traditional family values are afraid.

A characteristic episode of the perception of a strict father occurred during the deployment of politicians for collective photography at the NATO summit. Donald Trump just pushed the premiere of Montenegro Dusko Markovic. Video of this event widely spread on the Internet. But the diplomatic scandal did not happen. The Prime Minister of Montenegro said that he did not even notice how the US president put him in his place (Trump pushes PM, 2017). A strict father is always right.

The archetype of the leader of a nation is an assessment of emotional perception and reaction to the events of the collective unconscious. The archetype does not have an exact, generally accepted definition. The idea of archetype is vague and allows for different interpretations. This is actively used by philosophers, psychologists, psychiatrists, psychotherapists and even political experts. In this form, the idea of archetype can not be used to model socio-political structures and processes in the state and civilization. However, the idea of archetype is close to the definition of a set of fixed actions adopted in ethology (Eibl-Eibesfeldt, 1989, Krylov V.S., 2015). We are born with certain knowledge about the world around us and the rules of behavior in it. These knowledge and rules are combined into complexes of fixed actions or behavior programs. Then the archetype is a set of interrelated congenital programs of behavior in the surrounding world. Such programs, combined into a single sequence of actions, are defined as strategies. The strategy can be viewed as a certain scenario for achieving a result or a set goal (Mc Farland D., 1988). That is, the archetype is a set of activity strategies in a changing environment. Therefore, different archetypes are different strategies for responding to the impact of the environment. Including strategies for responding to "challenges of history."

An adequate response to the "challenge of history" means renewal and a fundamental change in the activities of all socio-political institutions. Only the new leader can find the right answer in the new changed world. A. Lincoln was fundamentally different from his predecessors. He found the only correct answer to the "challenge of history" and changed America. D. Trump is also fundamentally different from his predecessors. Particularly different from his rival in the election, H. Clinton. Everything speaks for the fact that he can give an adequate response to America's "challenge of history."

America and the world entered a difficult period of intelligence community for an answer to the "challenge of history." During this period, the intelligence community finds itself in a very difficult situation. It is already impossible to work in the old paradigm. It is not known how to act under the conditions of a certain new paradigm. The response of the intelligence community can be the creation of a friendly environment for simulation developers ready to create and work with models of "call history" (Committee on Modeling, 2010).

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