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Role of Normative Documents in Transformation of Social Relations In Terms of Anthony Giddens' Theory of Structuration

Abstract

The author proceeds from assumption that it is necessary to study not only informational, but also social component of document, component which distinguishes it of all documented data. Social nature of document is to be viewed in terms of current social anthropology. The article assesses significance of normative documents in development and transformation of interactions between actors of social relations within society in terms of Anthony Giddens' "theory of structuration". A. Giddens views interaction as social practices of actors whose activities are intentional, and thus introduces a concept of practical and discursive consciousness of actors. It is at the level of discursive consciousness that norms and rules of interaction (social relations) can be fixed in normative documents. Normative documents provide stability of existing social relations and their continuous reproduction by actors in all spheres. Normative documents are to be constantly updated in the course of social and economic development. All changes in social practices are to be reflected in them. However, the role of normative documents goes beyond that. Normative documents are also necessary for making changes in stable, conventional algorithms of people activity and rules of their interaction. The history of records management knows many instances when fixing of a rule or a requirement in normative documents resulted in radical changes in social practices. A perfect example of this is the General Regulation of 1720. In the new Rules of Work of Organizations Archives (2015) there are some innovations concerning storage of electronic text-based documents. It should be noted that transformation of activity and interaction of actors during said activity can only be successful if reference document on new requirements is adopted at the top level of national administration. In an organization similar local rule-making is to be supported by the management. Thus, normative document fixing norms and rules of activity not only provides stability of social relations between actors in whatsoever area of activity, but tools

Written by Surovtseva N.G.
Tuesday, 13 May 2025 00:00

for transformation of said activity.



Keywords

Normative document, social role of record, transformation of social interaction of actors, records management procedure.

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Written by Surovtseva N.G.
Tuesday, 13 May 2025 00:00

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Полностью материал публикуется в российском историко-архивоведческом журнале ВЕСТНИК АРХИВИСТА. Ознакомьтесь с условиями подписки [здесь](#) .