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**CONCEPTUALIZATION OF SOCIAL ENGINEERING
IN K. POPPER’S PHILOSOPHY**

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***Research Methodology.*** *The use of**general scientific methods of analysis, synthesis and generalization has allowed to conduct a systematic study on the formation of social engineering into a methodological model. The application of diachronic method has enab­led to study the phenomenon of social engineering with due consideration of his­torical parameters. Genetic sources of social engineering have been analyzed in the con­text of historical approach.*

***Results.*** *The**article**represents the development of social engineering as a new scien­tific field. This research finds out that it was K. Popper who grounded the study strategies and methodological tools of the new social science, namely the technologically oriented sociology, in his book “The Poverty of Historicism”. Another important finding is that the development of social engineering into a special practice of social systems management as well as a unique scientific paradigm took place as long as the entire 20th century. The project of social engineering was brought to life as a result of the new format of social and economic relations prompted by unprecedented rates of industrial development.*

***Novelty.*** *The research introduces K. Popper’s works into the general scientific context so that to draw the attention of Ukrainian communication scientists to their significance. It also represents new communication aspects of such concepts as “social engineering / social technology”. K. Popper’s theory of social engineering has been analyzed keeping in mind the historical aspects of his times that reflected the social reality of the Second World War epoch.*

***Practical Significance.*** *The research findings comprehensively represent the pheno­me­non of social engineering in the context of communication paradigm, thus enriching the research strategies of journalism studies.*