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FEATURES OF COMMUNICATIVE ACTIVITIES IN THE NETWORK SOCIETY

ОСОБЛИВОСТІ КОМУНІКАТИВНОЇ АКТИВНОСТІ В МЕРЕЖЕВОМУ СУСПІЛЬСТВІ

ОСОБЕННОСТИ КОММУНИКАТИВНОЙ АКТИВНОСТИ В СЕТЕВОМ ОБЩЕСТВЕ

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ABSTRACT

The modern world is undergoing constant changes and transformations due to globalization processes, this is especially noticeable due to the development of communicative activity of the world's population. As a result, a new type of social structure and a new form of social organization of people, called «network society». The Internet has become a special medium of communication, which is playing an increasingly important role in almost all areas of modern human activity. Due to the availability of Internet technologies, new communication opportunities have appeared, which constitute a special area of information interaction. Due to the involvement in the space of communications, on the one hand, social, political, historical, ethnic, cultural, communicative and media factors, and on the other - computers and computer networks, traditional forms, models and types of communication have diversified. In fact, modern man is constantly in two dimensions - the natural reality of the surrounding material world and the virtual - formed by technical means of digital communication. Characterizing Internet communication as a type of daily social practice, it should be noted that its implementation is mediated by both passive and active actions of individuals, where the first implies the perception and use of information, the second - active participation in the communication process, creation and dissemination information.

The analysis of the development of the information space gives reason to argue that it is the introduction of new means of communication, which is based on the network principle of organization of interactions, that today provides unprecedented opportunities for targeted social transformations and engineering. Today, network communication is an effective social technology for solving various problems of modern society.

Keywords: *communication, network society, Internet, information, «network» thinking, the population of Ukraine.*

Formulation of the problem. *The development of a new communication system (new media) under consideration continues*

throughout humanity most often as a union of interactive communication technologies and digital broadcasting, in which the main intermediary becomes the Internet. This process serves as a basis for changing conditions interaction, ie it is not just technical or technological, but and socio-cultural process.

The purpose of the article. Studies of the current state of communicative activity of the population of Ukraine due to the active development of Internet technologies that change the media space, pose new challenges to society, which must be taken into account.

Presenting main material. The network organization of society has almost always existed, but more opportunities for the formation of network relations appeared in the context of globalization, which caused the growth of internal interconnectedness of the world system, became an effective catalyst for transformational development of the modern world, this, in turn, has simplified the process of establishing ties between the actors of the global space.

The rapid pace of life of modern man, increasing the flow of information make their adjustments in the criteria for meeting human needs for information. If ten to fifteen years ago large analytical materials were popular, including extensive polythematic interviews, today the priority is short messages - news, small in volume, blitz interviews, brief comments. In addition, due to the growing number of mass media, the issue of forming a single news feed from different sources is relevant for ordinary citizens.

Because the Internet has properties and functions social institution, communication is an integral part transactions in the network and characterizes the communicative activity society.

The Internet is a multifaceted environment for communication creates many different forms of communication. You can agree with proposed by M. Morris and K. Ogan four types:

– asynchronous communication «one on one» (electronic message);

- asynchronous communication «many with many» (for example, mailing lists);
- synchronous communication «one on one», «one and several», «one of several», which is built around specific topic (for example, chats);
- asynchronous communication, where the user is usually tries to find a site to obtain certain information; communication «many and one», «one on one», «one and many» (eg websites, horoscopes).

Relative to traditional media Internet has advantages in several parameters:

- multimedia. The Internet combines visual, audio, printing and video aspects of other means of communication. Before same, users receive certain economic benefits: price sending an email is much lower than sending it by regular mail;
- personalization. The Internet provides the necessary information at any level of persons interested in it or groups of people. Delivery can be provided as needed
- users, through personalization of content, mailing e-mail or cable TV;
- interactivity. The Internet provides a dialogue, the reverse feedback, not a monologue that characterizes the traditional mass media;

lack of intermediaries. The Internet provides an opportunity direct access of the government to the population, in turn the population to power without interference and manipulative action by the means mass communication (Черних, 2007:201).

In terms of intensive information exchanges, the media space has become an important component of the functioning of modern society, which, through the entire set of channels for the formation, transmission and storage of information, transforms the human mind, directing action not only on universal values, but also on specific manifestations of national characteristics, cultures and etc.

The spread of «network» thinking significantly affects the daily life of every person. Dominant functions and processes are becoming more and more organized by type of network. Relatively

rigid and vertically organized social structures of the past are replaced by flexible and horizontally oriented networks through which resources are exchanged, the political process, etc. It is networks that make up the new social morphology of modern communities (Остапенко, 2013:3).

Thanks to the development of Internet technologies, young people in a very short time become more experienced than older people, and this increases the gap between generations in views on economics, politics, culture. The modern contradictions of generations are no longer limited to the traditional contradictions between «parents» and «children». The traditional system of socialization is collapsing, there are new, unfamiliar to previous generations ways of transmitting life experience. If within the configurative culture of industrial and post-industrial society the transfer of life experience takes place from older generations to younger or from peers to peers, then within the prefigurative culture of information society knowledge is passed from older to younger generations and from younger to older. Thus, Internet communication, as a system of social interaction, together with traditional subjects of socialization helps to acquire knowledge, values, learn the rules of behavior and at the same time generates new expectations of the younger generation for the development of the country (Войтович, 2010:4).

The development of Internet technologies is actively modifying communication, outlining new forms of contact between content producers and consumers, expanding through social networks, blogs and content hosting.

The advantage of such communication is that the information obtained in this way preserves personal space for consumers, provides interactive contact with the media through the online version, supplemented by blogs, videos, photos, forums, comments, polls, and expands the possibilities of communication.

As recent studies show, most of all the modern Ukrainian audience is interested in foreign, domestic policy and health care. The least interest is caused by art and culture, as well as business news (Fig. 1).

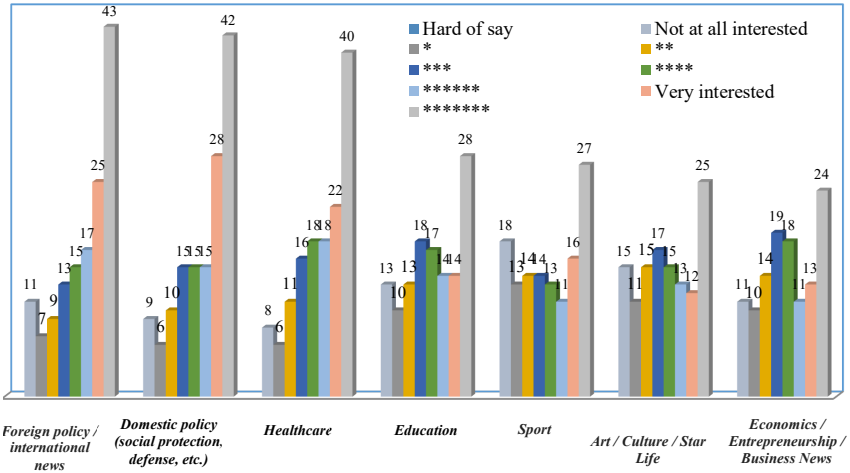


Fig. 1. The interest of the Ukrainian audience in the topic of news (data for July 2019) (Опрос, 2019)

Modern communication systems differ, first of all, by the mechanisms of influence on the audience, the ways to achieve and the quality of the effects, processing, dissemination of information. Mass social communications are organized, and an analysis of the activities of their institutions (television, press, broadcasting, etc.) allows us to understand the social consequences of the corresponding media activities. Thus, 79.9% of Europeans and 66.2% of Ukrainians use daily newspapers as a source of information; respectively 95.6 and 90.1% - news releases on radio and television channels; 53.2 and 37% - print media, 68.3% and 54.1% - analytical reviews on radio and television, 67.4% and 40% - electronic publications (Шендеровський, 2012:8).

In 2019, the share of the audience that uses social networks as a source for receiving news increased, the audience of Internet media remained unchanged. At the same time, the percentage of those who use familiar media, such as television, radio, and print media, is decreasing from year to year. This confirms the global trend in the media sector the relentless transformation from traditional media to electronic.

The vast majority of Ukrainians use several types of media at the same time to receive news, but if there is only one source, then this is most often television (Fig. 2).

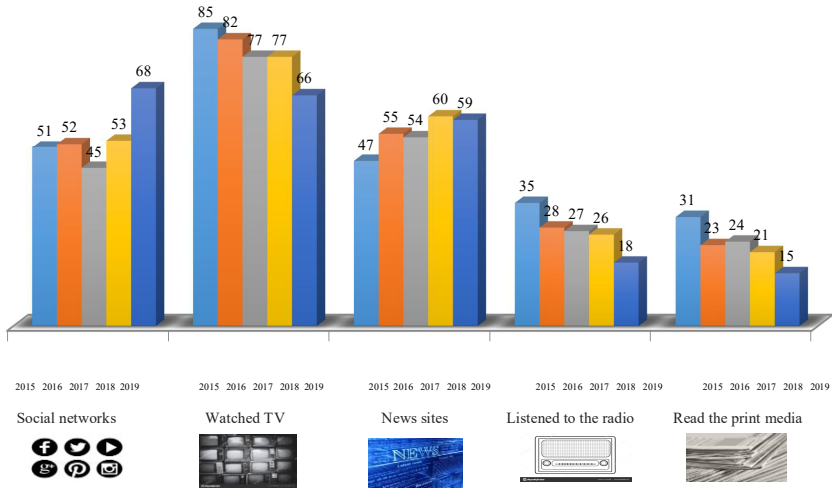


Fig. 2. Use of media to receive news by Ukrainian audiences for a month from 2015 to July 2019 (Orupoc, 2019)

An informed public is a key condition for democracy, as a result of which, the main responsibilities of the media to society are truthfulness, accuracy, balance. The idea that the media as a whole should be pluralistic, accessible to different groups and representative of different views, in particular, the minority, is upheld (Fig. 3).

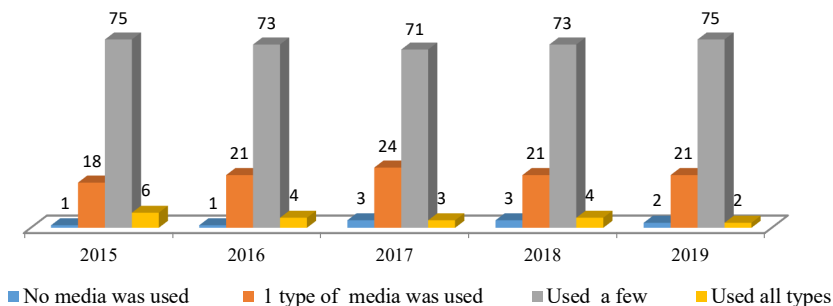


Fig. 3. The number of media sources for receiving news by Ukrainians during the month from 2015 to July 2019 (Опрос, 2019)

Given the current geopolitical situation in Ukraine, it is extremely important to find methods for detecting, neutralizing, neutralizing and preventing the spread of custom information. Fake news has deeply taken root in the Ukrainian media. A favorable place for their distribution is the Internet, or rather social networks. This is due to the fact that a huge flow of information is not filtered by moderators of social communities, nor by consumers of this information. In addition, in a dense information stream it is difficult to notice where the fake is, and where is the true information. Given this, it is important to formulate a strategy to counter the information war, to help prevent the publication of fake information and to refute the information already published (Кіца, 2016:281).

The analysis of typical examples of fake news allows us to identify criteria that can be the basis for the classification of fakes: according to the presentation form (text, photo, video, recording); by content (agitation, propaganda, manipulation, etc.); by subject (political, social, secular, etc.); by appointment for a certain age category (for youth, for mature people, for pensioners, etc.); by the source of information (from the first source, without source, unknown source, etc.).

Awareness of the existence of custom-made materials is increasing year by year, however, only 68% of Ukrainians declare that they can distinguish between such content (Fig. 4-5).

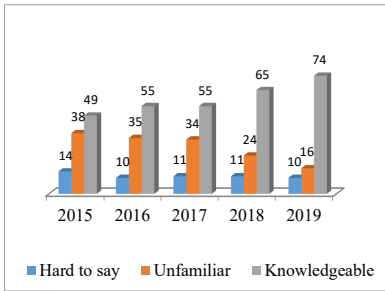


Fig. 4. Awareness of custom materials (Interview, 2019)

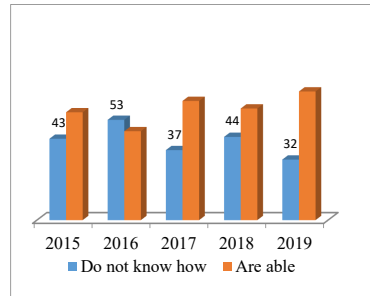


Fig. 5. The ability to distinguish fake (self-esteem) (Interview, 2019)

It should be noted that any, even positive, fake information as a result has a negative impact and is a harmful phenomenon in the Ukrainian information space. It is necessary to deal with it both at the state and individual levels. In particular, do not forget about self-control.

At the state level, it is necessary to increase the degree of media literacy of all categories of the population, disseminate various social advertisements through the media, monitor social media and inform the public about detected fake information. It is also worth involving the population in exposing fakes. There are already certain achievements in this area, the Stop.Fake public platform is actively working in this direction. However, there should be as many projects as possible aimed at both Ukrainian and foreign audiences.

Conclusions. The analysis of the development of the information space gives reason to argue that it is the introduction of new means of communication, which is based on the network principle of organization of interactions, that today provides unprecedented opportunities for targeted social transformations and engineering. Today, network communication is an effective social technology for solving various problems of modern society.

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АНОТАЦІЯ

Сучасний світ зазнає постійних змін і трансформацій внаслідок глобалізаційних процесів, особливо помітно це відчувається завдяки розвитку комунікативної активності населення планети. Як наслідок, сформувався новий тип соціальної структури та нова форма соціальної організації людей, які отримали назву «мережеве суспільство». Особливим середовищем спілкування, що з кожним днем відіграє все більш важливу роль майже у всіх сферах діяльності сучасної людини став Інтернет. Завдяки доступності інтернет-технологій з'явилися нові можливості комунікації, які формують особливу сферу інформаційної взаємодії. В результаті залучення до комунікативного простору, з одного боку, соціальних, політичних, історичних, етнічних, культурних, комунікативних і медійних чинників, а з іншого – комп'ютерів і комп'ютерних мереж, урізноманітнилися традиційні форми, моделі та різновиди комунікації. Фактично сучасна людина постійно перебуває у двох вимірах – природної реальності оточуючого матеріального світу та віртуальному – сформованому

технічними засобами цифрової комунікації. Характеризуючи інтернет-комунікацію як вид щоденної соціальної практики, варто зазначити, що здійснення її опосередковується як пасивними, так і активними діями індивідів, де в першому випадку мається на увазі сприйняття та користування інформацією, в другому – активна участь в комунікаційному процесі, створення та розповсюдження інформації.

Проведений аналіз розвитку інформаційного пространства дає основания утверждать, что именно внедрение новых средств коммуникации, в основе которых лежит сетевой принцип организации взаимодействий, предоставляет сегодня беспрецедентные возможности для целенаправленных социальных преобразований и инженерии. Сегодня сетевая коммуникация – это эффективная социальная технология решения различных проблем современного общества.

Keywords: комунікація, мережеве суспільство, Інтернет, інформація, «мережеве» мислення, населення України.

АННОТАЦИЯ

Современный мир постоянно изменяется и трансформируется в результате глобализационных процессов, особенно заметно это ощущается благодаря развитию коммуникативной активности населения планеты. Как следствие, сформировался новый тип социальной структуры и новая форма социальной организации людей, которые получили название «сетевое общество». Особой средой общения, которой с каждым днем отводится все более важная роль почти во всех сферах деятельности современного человека, стал Интернет. Благодаря доступности интернет-технологий появились новые возможности коммуникации, которые формируют особую сферу информационного взаимодействия. В результате привлечения в коммуникативное пространство, с одной стороны, социальных, политических, исторических, этнических,

культурных, коммуникативных и медийных факторов, а с другой – компьютеров и компьютерных сетей, значительно разнообразились традиционные формы, модели и разновидности коммуникации. Фактически, современный человек постоянно находится в двух измерениях – природной реальности окружающего материального мира и виртуальной – сформированной техническими средствами цифровой коммуникации. Характеризуя интернет-коммуникацию как вид ежедневной социальной практики, стоит отметить, что ее осуществление происходит за счет как пассивных, так и активных действий индивидов, где в первом случае имеется в виду восприятие и использование информации, во втором – активное участие в коммуникационном процессе, создание и распространение информации.

Проведенный анализ развития информационного пространства дает основания утверждать, что именно внедрение новых средств коммуникации, в основе которых лежит сетевой принцип организации взаимодействий, предоставляет сегодня беспрецедентные возможности для целенаправленных социальных преобразований и инженерии. Сегодня сетевая коммуникация – это эффективная социальная технология решения различных проблем современного общества.

Ключевые слова: коммуникация, сетевое общество, Интернет, информация, «сетевое» мышления, население Украины.