

ТЕОРІЯ І ПРАКТИКА СУЧАСНОЇ ЖУРНАЛІСТИКИ

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THE PROBABLE PLACE FOR BEING CREATED MASS INFORMATION THEORY BETWEEN OTHER FUNDAMENTAL THEORIES ABOUT IMPACT ON MASS AUDIENCE

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The article continues, for the first time in English in domestic science, to study the question of the need to create a new scientific theory – the theory of mass information. For the first time too raises the question of creating, in a place of the current theory of mass communication, a system of sciences including: a) mass information (should be created now in epoch of mass information), b) the theory of mass understanding (has created as a hermeneutics of the masses), c) the theory of mass communication (has created as a theory of the transfer of content) and the theory of mass emotions (started to create in 2017). This is a paradoxical situation – the absence of fundamental theory of mass information in the epoch of mass information. Researches in the scientific works of foreign mass communication also showed the absence of a holistic theory, as well as attempts to create it, even the lack of decisions on the need to create it as a new scientific field.

Key words: communicative studies, fundamental theory, theory of mass information, theory of mass communication.

Formulation of the problem. At the outset, it has been state already the extremely unexpected fact. It is about absence in the modern science about mass information just the theory of mass information. This point has to be stated at the peak of the information age, in the midst of the information revolution, or even the whole information epoch. Over 40-50 years of its deployment, the information has gained unprecedented volumes, general circulation. Moreover, it has become a strategic resource for the countries over the world – more important than weapons or minerals¹.

¹ Владимиров В.М. (2010), «Історичний рубіж у змаганні традиційних та нових засобів масової комунікації», *Інформаційне суспільство*, вип. 11, с. 5-9.

Some of the following ideas have already been presented in the Ukrainian scientific literature. Firstly, the idea of has appeared in a scholar article². Later it was announced and developed in a monograph³.

But the theory of mass communication in the world has not been created yet.

Obviously, such a voluminous work cannot be done in a one-time action. Here we have to move gradually. This article is one of the small initial steps towards such a magnificent goal. In the course of acquainting English-speaking readers with the content of scientific steps already taken, we will inevitably have to repeat some ideas that have already been published in Ukrainian, but have not yet been published in English.

Therefore, the purpose of this article is to ask as an actual scientific task the need to create a structure of the theory of mass information.

This is an extremely difficult task. It has many levels – from fundamental in science to purely practical in the daily activities of the media.

In addition, its solution in our country and by our scientists would bring Ukrainian science of social communications to the forefront in the world.

The theory of mass information as such was not created not only in Ukraine – in fact it does not exist in the scientific space of Europe. This was evidenced by our careful search.

Theoretical basis. The depth of the problem of the absence of this theory is evidenced by our lexicographic analysis of the problem, which gave a rather unexpected result. Attempts to translate the phrase «mass information theory» into English, French, and German have yielded the following results, respectively: theory of mass media (English), *theorie des medias de masse* (French), *Theorie der massen medien* (German).

As we can see, dictionaries, more precisely, their authors do not see the difference between the theory of mass information and the theory of mass communication.

Information is equated with communication – and this is clear nonsense. Is the content, goods or passengers, equal to an empty car, that movies and carries them?

This is a paradox.

This result, as well as an in-depth study of bibliographic developments in European and American science in this area allows us to draw an extremely important theoretical conclusion: in the European scientific mentality in mass information theory is not inseparable from the theory of mass communication, but actually it disappears, absorbed by the theory of mass communication. Then, this theoretical construction should be called «the theory of mass information and mass communication.» But such a phrase does not exist.

In discussions at international scientific conferences, it seems that our Western European and American colleagues do not understand at all what we are talking about when we ask them about the need to create such a theory.

The paradox of the non-separation of these two theories is awaiting its separate research.

It is because of the special attitude in the West to general theories, dictated by the philosophical traditions of pragmatism. (This, however, does not take into account by the same scientific environment to award the most valuable general theories – the theory of

² Владимирив В.М (2011) «Парадокс відсутності теорії масової інформації», *Наукові записки Інституту журналістики*, вип. 45, с. 6-9.

³ Владимирив В.М. *Парадокси сучасної науки про масову комунікацію*, «Наукова столиця», Київ, 180, с. 23–33.

relativity, chaos theory (theory of the unknown, ie the fundamental theory of the unknown) or the theory of quantum mechanics – and did it even in the early twentieth century, when these theories have not yet been improved in practice.)

However, both in the West and in the East there is the media, there are journalism, advertising. In particular, there is – more broadly – the science of media, which relates to information about information as such.

There is, separately, a great developed theory of information. It has its great achievements – in particular, the appearance and development of computers and internet technology. But its «body» belongs mainly to physics and mathematics. As a proof of this statement is a very interesting book by G. Haken⁴, which is specialists in physics, chemistry, mathematics. The collection of articles by K. Shannon⁵ already points to this direction of this world name author: it includes such areas as mathematical theory of communication, communication theory in secret systems, modern achievements of communication theory, principles of code – pulse modulation, communication in the presence of noise.

Methodological basis of the study. From the very beginning, the method of research was used. He showed that in Ukraine and abroad there are no scientific publications on this topic or those that even indirectly approached it or even touched it.

Then the method of lexicographic analysis of definitions was applied. He was mentioned above. According to the English-language electronic dictionary Wikipedia, information theory is a branch of applied mathematics and electrical engineering related to quantitative information.

Presentation of the main research material. The new theory currently being created must have its own scientific space. So we have to clearly define it. Firstly let us separate it from the theory of information. To do this, it is essential to separate this space from the spaces of other scientific theories, especially those that are close to it.

A kind of limitation of the theory was revealed by Claude Shannon himself:

«Representatives of different sciences should clearly understand that the main provisions of the theory the information relates to a very specific area of research, which does not necessarily have to be fruitful in psychology, economics and other social sciences.»⁶

Obviously, the achievements of this theory of information in its current form are irrelevant to media theory.

And it means it is quite necessary to comprehend the processes of mass creation, more precisely – the provision of individual information of a mass nature, the rotation of information on a mass scale.

Information theory cannot even be one of the the basis for creating the modern theory of mass information.

What we really need for the first step is just to separate these one from another.

Zaporizhzhia (Ukraine) scientist Z. Partiko⁷ wrote how much has been done in recent years in this area. But the works of this Ukrainian scientist relate too mainly to information theory for use in computer technology. This is a presentation of the classical theory of information in the mass sphere of socially important information circulation. The theory

⁴ Хакен Г. (1991), *Информация и самоорганизация*, Мир, Москва, 241 с.

⁵ Шеннон К. *Работы по теории информации и кибернетике*, доступно за адресою: URL : http://reslib.com/book/Raboti_po_teorii_informacii_i_kibernetike (останній перегляд 17 Листопада 2020).

⁶ Хакен Г. (1991), *Информация и самоорганизация*, Мир, Москва, 241 с.

⁷ Партико З.В. (2008), *Теорія масової інформації*, Афіша, Львів, 292 с.

of mass information is not completely separated by this author from the theory of mass communication and therefore is not created.

They seem to exist together in his text.

Although they must be completely different in some respects, even as opposite theories. Just as a content is the opposite of a form.

It is like cargo transportation is one thing, and the cargo itself is something else.

The main meaning of the theory of mass information to be created on one hand, and the theory of mass communication, which already exists and is well developed, on the other hand, is in their coexistence: one cannot exist without the other, just as content cannot exist without form. Like cargo cannot be transported without cargo car.

That is why the need to create this theory is so urgent.

There is a theory of mass communication in Ukrainian science, created and developed, V.V Rizun⁸, A.Z. Moskalenko, L.V. Gubersky and VF Ivanov⁹, G.G Pocheptsov¹⁰, V.Y. Zdorovega¹¹, V.D Demchenko¹² and other domestic scientists.

We can say that thanks to their efforts, like many other theorists, Ukrainian theory of mass communication has become fundamental, it highlights the deep, basic qualities of its subject.

New theory must also reach its true, inherent quality – its fundamentality.

That is because, after all, life, as we have already shown in the monograph «Problems of understanding and interpretation in social communication,¹³ is based on three exchanges: the exchange of matter, energy and information. Note that the fourth component in these three substances, which proves to be equally important for life, is what we have designated by the word «exchange», and it is easy to interpret it just as «communication».

But what do science and social scientists have to do with this matter?

The key word is «circulation», that is, for us, communication. It brings us back, including to mass communication, which, of course, is in the broadest sense the way of existence of matter, energy and information in a world in which there are people, people, humanity. Cessation of metabolism means the death of a living organism. This also applies to human communities. Continuing the opinion of the classics that man was created by labor, we can say that humanity was created by mass communication. The more developed human communities were, the more developed their media were – and vice versa.

Therefore, the theory of mass communication is a fundamental scientific theory.

But the third word in this formula, namely «information», brings us to the question why, in this case, the theory of mass information has not yet been created – both as a science in general and as a fundamental science? After all, we have just proved that it is one of the

⁸ Різун В.В. (2008), *Теорія масової комунікації*, ВПЦ «Просвіта», Київ, 260 с.

⁹ Москаленко А.З., Губерський Л.В., Іванов В.Ф. (1999), *Масова комунікація*, Вид-во КНУ імені Тараса Шевченка, Київ, 1999, 634 с.

¹⁰ Почепцов Г.Г. (1999), *Теорія комунікації*, ВПЦ «Київський Університет», Київ, 308 с..

¹¹ Здоровега В.Й. (2004), *Теорія і методика журналістської творчості*, ПАІС, Львів, 268 с.

¹² Демченко В.Д. (2011), «Новітні парадигми вивчення теорії масової комунікації в Україні (до проблеми концептуальної революції)», *Держава та регіони. Науково-виробничий журнал. Серія: Соціальні комунікації*, вип. 2, доступно за адресою: URL: http://www.nbu.gov.ua/portal/Soc_Gum/Dtr_sk/2010_2/files/SC210_05.pdf (останній перегляд 17 листопада 2020).

¹³ Владимиров В.М. (2014), *Проблеми розуміння й інтерпретації у соціальній комунікації*, Видавничо-поліграфічний центр «Київський університет», Київ, 623 с.

most important theories of the existence of everything, the cornerstone of the scientific vision of the world.

Such a theory should be called «fundamental theory» among other scientific theories.

But it may also include a “special theory” of mass information, which will not deal with the general laws, rules and universal phenomena of mass media, but will study more specific phenomena of this sphere of human activity. There may even be several special theories, each with a common purpose and with its own object.

Probably, the creators of the new theory will need the experience of V. Stepin,¹⁴ who deeply analyzed the processes of creating new theories, requirements for them and, in particular, explored the paradoxes in these processes, in particular the problems of interpreting them at different stages.

A system of laws must be built in the theory of mass information. Many of them are already known to social communication practices. And they are even partly understood by theorists, some of whom will be involved here from other sciences, including information theory and mass communication theory, who will have to «share» with the new scientific discipline their own achievements, which still belong to them under the absence of new theory.

Another promising area in which media researchers could use science is the development of a law for the preservation of information on a mass scale.

It is slowly beginning to build in the depths of physics, mathematics and engineering. But its real sphere of existence is in the theory of mass information. Meanwhile, physical methods of storing information (on certain artificial information carriers) are only an aid to the true sphere of its storage – the memory of people, including the memory of the masses. It exists within the consciousness of one person or their large quantities, and not outside, as other carriers.

Such a law must be supplemented by a law which neither physicists nor naturalists of other relevant disciplines have yet guessed at. This is the law of increasing information. Its effect is already empirically felt by computer scientists. But, as far as we know, scientists have not yet begun its careful development.

It is not opposed to the law of preservation of information, but it can be represented by its separate case, and in it, as its case, can be open law of reduction (forgetting, loss) of information.

Under the influence of social and personal conditions, in limited space-time, the amount of information can be significantly reduced or even disappear, primarily due to the severance of socio-cultural ties of society, for which this information was important. For example, as a result of a large-scale war, changes in the socio-political system and its discourse, and so on.

How difficult and probably hard work we see for those who are fascinated by such an idea is evidenced by the scientific views of T. Kuhn¹⁵ and other foreign authors¹⁶.

¹⁴ Стёпин В.С. (1999), *Теоретическое знание*, доступно за адресою: URL: <http://www.philosophi.ru/library/stepin/index.html> (останній перегляд 17 листопада 2020).

¹⁵ Кун Т. (2011), *Структура научных революций*, Кооб.ру, доступно за адресою: URL : https://www.koob.ru/kuhn/struktura_nauchnih_revoluciy (останній перегляд 17 листопада 2020).

¹⁶ Cherry S. (1978) *On Human Communication: A Review, a Survey, and a Criticism*. – [3rd ed]. –: The MIT Press, Cambridge, MA, 374 p; Goban-Klas T. (1999) *Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji I Internetu*.: Wydawnictwo naukowe PWN, Warszawa; Krakow, 336 s.

The ideas we have set out, of course, do not exhaust all the components of the theory that needs to be created, and even quickly. However, we hope they give an outline of the main thing, what, in our opinion, should be achieved, and what ways to go to overcome the paradox that has arisen in scientific life.

Already in intrapersonal and strictly interpersonal (dialogue) communication, information changes and is updated through the mechanisms of the receipt of new information, forced use of “old information” taken from memory as a basis for updating. This overcomes individual doubts. So there is a prerequisite for the onset of the search for information from the outside, exiting one’s soul and entering the field of mass communication.

We assume that without a human being as a person who understands, there is no information. Information (according to physicists) is not inherent in things. Water does not freeze at a temperature of zero degrees Celsius: it is the physicist Celsius has determined that there are one hundred degrees at which water boils and zero degrees at which it freezes (if it has some inclusions, modern physicists have added).

In the humanities, information, in our opinion, is a reflection of a fragment of the external, objective world in the inner, ideal world of man.

And in mass communication, in mass consciousness – what is mass information?

There is no answer, and even the question, in fact, was not putted down until recently.

T.M.I, in our opinion, can be created only in close cooperation with the theory of mass understanding. It was established in 2000-2010 at the Institute of Journalism of the Kyiv Taras Shevchenko National University. This theory investigates the phenomena that begin with the appearance of information from the state of its absence (from chaos) as an act of understanding, then transforming it into mass understanding, its nature and assimilation by the masses of already acquired understanding, which became knowledge.

Obviously, this theory is about information, but not as it is, but in relation to man, the essence of the “theory of mass understanding” is not in the word “information”, but in the word “relationship”. It means that understanding-misunderstanding takes place, it is both a process of understanding and a process of interpretation in the unity of both of them.

The theory of mass communication is the second of them but not the less. They all are equal in importance for the study of the nature and general laws of the management of mass consciousness and mass behavior. The second one, T.M.C is the theory of transmitting information already understood by someone, already available to a mass audience. Its key word is “transmission.” It is most closely related to the theory of mass understanding, because, due to the Humboldt-Potebny law (“What ir heard is never equal to what is spoken”), each time the transmitted information is damaged through the mechanisms of interpretation, each unique due to the fundamental uniqueness of each individual as a participant in the communication process.

Currently, Kyiv researcher A.V. Beletskaya studies the sphere of mass communication as a space for the functioning of mass emotions¹⁷. If this work continues and will be

¹⁷ Белецька А.В. (2020), «Аксиоми як основні тези дослідження масових емоцій у соціальних комунікаціях», *Наукові записки Інституту журналістики*, вип. 76, с. 25-40; Белецька А.В. (2017), «Масові емоції у соціальних комунікаціях: наявність масиву практики, відсутність теорії», *Інформаційне суспільство*, вип. 26. с. 44-51.

successfully completed, the fourth theory (but no less fundamental, equal to the first three) will be added to these three already existed theories.

It is necessary to consider now in detail the balances of objective and subjective components in information in the stages of its acquisition of a nature of mass information. The first of these both is the connection between a fact we already know and reality. The second one – depends on the participants of communication. The first remains unchanged at all “transitions”, the second changes all the time, and it has the risk of damage to the first component as well.

We have previously developed a 12-chain spiral scheme of mass distribution of understanding-communication-re-understanding through the multiplication of sources of information from “Me – Me-1” through “Me – They” and “Me – All” (achievements in global television in the 1980s) to “All of Us – All of Us”, ie “Everyone – Everyone” in terms of Internet communication¹⁸.

Now we need this scheme as an algorithm for converting the information (as-we-know-what-it-is revealed to the individual here and now) up to the mass information.

So, the former mass communication breaks down in small groups under the conditions of Internet communication/ Due to insignificant quantitative influences on this information, it is better preserved during the transitions from “agent” to “patient”. (Truly both participant of dialog are agents.) The greater is the mass, the more options are for distortions. In the age of the Internet, this shows new challenges – and therefore provides great opportunities. They need to be studied, understood and used. At the same time, this new reality creates huge dangers, exacerbates the old ones. They should be seen and neutralized if necessary. The phenomena of fake news and post-truth are already aware, as the phenomena of quantum mass communication and its management appear implicitly, which are also already mentioned in the scientific literature¹⁹.

The more massive the exchange of information, the more expressive and complex these processes become. After all, with each transition from person to person, the information is inevitably distorted: “What is heard is never equal to what is said.” Interpretation also changes every time, so the emotional component of mass communication changes every time at these transitions: the information that pleases one person, upsets the other one. This affects the information, the further the more. It itself begins to collapse, it begins to be distorted more and more – until its disappearance as such and its turning to a fake.

Results and prospects for further research discussion. Information in a “stationary state” has certain qualities, each time during the “transitions”, in the processes of communication, they can or must change. But information does not exist in a “stationary state”, it must always be new, “fresh”, because the phrase “old information” is an oxymoron. During the communication, and especially the mass one, it cannot stop its change. These changes must also be the subject of a new theory. It is firstly because these changes do exist, and everything that exists can and must be the subject of scientific research, Secondly,

¹⁸ Владимиров В.М. (2014), *Проблеми розуміння й інтерпретації у соціальній комунікації*, Видавничо-поліграфічний центр «Київський університет», Київ, 623 с., с 117 і далі.

¹⁹ Владимиров В.М. (2020), «Четвертий етап інформаційної революції: ймовірні перспективи, не-ймовірні можливості», *Наукові записки Інституту журналістики*, доступно за адресою: URL: www.scientific-notes.com/wp-content/uploads/2020/07/76_1.pdf (останній перегляд 17 листопада 2020).

they must be learned to be used to promote social progress, that the sciences of mass consciousness management just must serve.

But there is a need to study the processes with information in its mass understanding-interpretation in the processes of mass communication and mass emotions.

In this group of four fundamental theories the theory of mass communication is a ready-made basis, the theory of mass understanding (hermeneutics of the masses) has just been created, the theory of mass emotions is at its start and the theory of mass information we have already begun to create.

Together, they must become a truly fundamental scientific discipline that has yet to find a name. Perhaps it is possible to call them as two supertheories: “theory of mass interaction” if we focus on processes, and “theory of mass consciousness management” – if we focus our efforts mainly on goals and results.

Conclusions. A new step has been taken towards the creation of a holistic theory of mass information, namely, its own scientific space has been defined and separated from the spaces of neighboring theories.

All four basic theories, as well as the two “supertheories”, are essentially partial or “special” components of something even more general. By analogy with the scientific research of American physicists, who a few decades ago set themselves the task of creating the “Theory of Everything”, we can call the most general theory of mass communication as “Mass communication theory of everything”, or, in the experience of Albert Einstein, who created the general theory of relativity, theory of “General theory of mass communication”. The creation of two “supertheories” and a holistic “Theory of impact on mass consciousness” also is proposed.

Thus, these already integrated special theories of mass understanding, mass information, mass communication and, probably, the theory of mass emotions. These four theories (or there may be more) will create a single, coherent, strong generalizing theory.

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ЙМОВІРНЕ МІСЦЕ СТВОРЮВАНОЇ ТЕОРІЇ МАСОВОЇ ІНФОРМАЦІЇ ПОМІЖ ІНШИМИ ФУНДАМЕНТАЛЬНИМИ ТЕОРІЯМИ ЩОДО ВПЛИВУ НА МАСОВУ АУДИТОРІЮ

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Стаття продовжує, вперше англійською мовою у вітчизняній науці, опрацьовувати питання про необхідність створення нової наукової теорії – теорії масової інформації, і вперше порушує питання про створення, на місці нині існуючої теорії масової комунікації, системи наук з а) теорії інформації (має бути створена в епоху масової інформації), б) теорії масового розуміння (створена як герменевтика мас), в) теорії масової комунікації (створена як теорія передавання змістів) та теорії масових емоцій (створюється з 2017 р.). Це є парадоксальне становище – відсутність в епоху масових комунікацій фундаментальної теорії масової інформації. Пошуки в наукових працях зарубіжних масо-вокомунікативних досліджень також показали відсутність як цілісної теорії, як навіть спроб її створення, а також відсутність рішень щодо необхідності її створення як нового наукового напрямку.

Ключові слова: комунікативні дослідження, фундаментальна теорія, теорія масової інформації, теорія масових комунікацій.