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ЗМІ В КОНТЕКСТІ ГЛОБАЛЬНИХ КОМУНІКАЦІЙ

Людмила Мар'їна

*Санкт-Петербурзький державний університет
Університетська наб., 7-9, Санкт-Петербург, Росія, 199034*

Глобальні технології видозмінюють форми комунікації, а стрімкий розвиток Інтернету вносить суттєві зміни в сучасне інформаційно-комунікаційне середовище. Ми починаємо мислити новими категоріями. ЗМІ запроваджують в нашу повсякденність термін «медіакультура», який трактують як сукупність інформаційно-комунікаційних засобів, напрацьованих людством в процесі історичного розвитку. Соціокультурна динаміка зумовлює багатоплановість журналістики, глобальний контекст досліджень якої актуальний в сучасній науці.

Ключові слова: соціокультурні комунікації, глобальний інформаційний простір, медіасистема, інформація, соціокультурна динаміка, медіакультура.

Modern socio-cultural communications takes place in the global information space. Each of us can refer to a media system that provides the required and well processed qualitative and quantitative information. Today very often media structure is represented as the information field which can be defined as the information that permeates all spheres of life. The media in this structure hold the priority position. Journalist plunged in this information field both as a subject and as an object of the media system. Activities of media in the formation of the ability to work effectively with information resources is invaluable.

Due to objective reasons, the development of modern human sciences depends largely on communication processes and characterized by close interdisciplinary links. In this context, journalism as an activity which dealing with the information may be examined at the intersection of information and communication sciences (it includes the same material – information and knowledge), as well as cultural, political and sociological disciplines.

Scientists of St. Petersburg State University examine the dynamics of the information system and its place journalism. For instance, *Korkonosenko S.G.* emphasizes the primary role of media product in global communications. The researcher notes that «...although the information interaction in the society occurs across multiple different channels and direction, nevertheless it inevitably dominates through the media» [7, p. 253]. In this context it is worth to talk about the diversity of journalism which can generally be considered as an inexhaustible source of study of social reality. Russian social and humanitarian science disciplines examine cultural process including journalism and as part of the culture, which is broadcasting socially important information.

As *D. Khovalyg* [14, p. 92] observes it, media and mass communication in the era of globalization permeates the entire social system, ensuring its vital activity.

The representative of the Moscow school of journalism *L. Svitich* [9] summarizes studies on the theory of sociology and communication and identifies the following characteristics of the information society:

- deepening of processes of information and economic integration of the countries and peoples which leads to the formation of a single global information space;
- spread of global information networks;
- use of information as an economic resource and as consumer goods;
- the creation and rapid growth of the information market;
- preponderance of information types of labor;
- prevalence of remote communication, remote connections;
- development of new models and standards of conduct;
- possibility of feeling the information needs regardless of the place of residence;
- the growing role of telecommunications, transport and organizational infrastructure.

The emerging information environment offers new opportunities for communication, networking, information exchange.

Under the influence of new information technologies and the development of the information society significant changes are taking place in the field of mass communications. In «Journalism and convergence: why and how traditional media are transformed into multimedia», *M. Kiriya* highlights new technologies which deliver news information:

- cable TV: unlike traditional broadcasting is held not via a limited range of frequencies but on cable channels, which capacity may include tens of times more channels than traditional terrestrial TV;
- satellite TV: broadcast via satellite or direct broadcast to the subscriber or by rebroadcasting satellite channel through the cable network. The advantage of this delivery – the width of geographical coverage by the television signal;
- ADSL-TV: digital technology that allows to organize several dozen broadcast channels over a telephone line using free frequencies during a phone call.
- Internet TV – a technology that allows broadcast TV channels through the Internet [2, p. 29].

In the 2000s appears mobile phone broadcasting, TV broadcasting directly on the Internet and digital terrestrial broadcasting, implying a method of compressing transmission on a single frequency where previously there was only one television channel, multiplex – that is a «bunch» of channels.

These changes drastically affect the transformation of modern media. Let's consider the main processes underlying the modification of modern media system.

1. *Digitization*. By this means the transfer of media content in all its forms – text, graphics and sound – in a digital format which can be recognized by modern computers. Digitization allows content to be easily «transported» on any channel of electronic communication. As a result, the Internet turns into a special information and communication environment in which media products, by reason of its digital format, are able to overcome any boundaries.

2. *Convergence* (from the Latin *convergere* – approach, converge) – the second most important process underlying the modern changes of the media. The term «merger» conveys in the best way the essence of the «convergence» concept.

Firstly, this merger of the technologies allowing to deliver information to the user or consumer.

Secondly, this merger of the remote and disparate media in the past. A lot of different forms of mergers are possible today: radio and television on the Internet, video

films on CD, a news feed on your mobile phone, etc. As a result, the user can get the same information products through different channels – all this radically changes the previous understanding of the channels of communication and information. The product of the television era is infotainment (information and entertainment), the era of the Internet has also created edutainment (education and entertainment), individualized modern information channels have generated infortorial (information and editorial).

Third, this is a merger of markets. Modern media industry is moving towards integration with the telecommunications sector and information and computer technologies.

3. *Globalization* refers to the worldwide trend toward interdependence and openness. If before the scale of the media was determined by the size of the country, now the national borders are losing any sense. M. McLuhan in his predictions in the mid-1960s called this phenomenon «global village.» Globalization offers users access to an enormous amount of resources, media organizations, in turn, can increase its audience.

4. *Diversification*. Media targeting the increasingly narrow segments of the mass audience. Opportunity for global distribution, the ease and relative cheapness of the creation and distribution of information products have predetermined the specialization and diversification of media, seeking to maximize the efficient maintenance of the audience.

In general, all the European countries are developing in a single stream – in line with technological civilization and the cultures are a kind of special codes, which is decrypting the conditions of civilizations in relation to the historically established mentality, life and the historical experience of a people. As for the Russian society which is in line with the Pan-European changes, the process of socio-cultural dynamics acquired its specific features under the influence of continuous transformation.

Another feature of modern society is *acceleration* [3, p. 184]. The new social model does not have time to settle and to take root. As a result, there is a lack of certainty, stability and confidence in our spiritual and social life. The picture of the world of a modern human is mosaic and often with a predominance of either knowledge or beliefs, or aesthetic ideas and norms.

But the most important trend in the development of modern societies is globalization which has taken a leading role in the current economic, political, social and spiritual processes. «Globalization has a systemic nature, its instrumental basis is developing, both at global and regional levels» [8, p. 10].

Professor of the St. Petersburg school of journalism, *Sidorov V.A.* highlights: «...a general trend towards the globalization of economic, political and cultural life of the peoples of the world is a deeply contradictory process that gave rise to both supporters of the ideology and practice of globalization and its ardent opponents – anti-globalists. In this case, we should be mostly interested in the information component of globalization which is corresponding to the beginning of the new millennium and in which we can find both the progressive beginning, leading us to the strengthening of mutual understanding of the peoples and societies and the regressive one...» [10, p. 8].

What is revealed by the modern researchers in the process of globalization, which, according to them, came at the end of the XX century?

1. Technological progress that has led to a drastic reduction of transport and information costs, acceleration and cheapening of information services.
2. Economical unity of the world on the basis of the general laws of the market economy.
3. Liberalization of world economic relations which is supported institutionally.

4. Access of a significant number of economic, political organizations to the supranational level. Multinationals have now more than a third of world trade.

5. Creation and development of homogeneous cultural context of interaction [8, p. 10].

The basis of globalization is economic. «Laws of global change are economic laws, implying the presence of an intrinsic mechanism of global governance, whether it is the IMF or the mechanisms of the global market» [13, p. 33]. Liberalization of financial markets is taking place with the growth of international investment into the shares, securities, development will dramatically enhance the interaction of economies and to implement it almost online. From similar processes in the past, globalization is distinguished primarily by its foreign exchange market. This is facilitated by the new information technologies, the universal character. It manifests intensely both in political area and in the areas of social and spiritual life.

In political terms, globalization can be seen in the promotion of models of organization of life inherent in the developed countries of the world. This model includes such components as the constitutional state political democracy, ideological pluralism and human rights.

Western and Russian researchers as well as political and public figures emphasize the information aspect of globalization, the most important attributes of which are the global television, the Internet and the virtual reality. «Deljagin M.G. treats globalization similarly and considers it as a process of a single worldwide financial information space based on new computer technologies» [5, p. 244], – *A. V. Kostina* notes. Unified world arises on the basis of qualitatively new computer technology and it is the media that started the process of globalization in action through technology. And the main thing in globalization is the fact that there is a change of the object of labor. In the information society it is not nature which is transformed but human consciousness, individually and collectively. Transformation of consciousness is becoming a very profitable business. In all states there is an information elite involved in the formation of consciousness [6, c. 245].

Contemporary globalization leads to unification of national cultures on the basis of Western mass culture, devastatingly affect the traditional societies. Global and regional information networks, the Internet, satellite TV, a supranational character of capital participating in the national media, the introduction of common standards of communication and the nature of the information – all is contributing to this process.

Chernyh A.I. uses in her work «World of modern media» the term of media globalization. As noted above, the basis of globalization is economic, so the formation of a global media order is based on market mechanisms, including both the creation of new services and the fundamental transformation within the media themselves, when the industry of entertainment and information is combined with the telecommunications equipment industry. We are talking about such companies as Time Warner, Sony, Matsushita that create new – global and regional – media channels: BSkyB, CNN, MTV. A global media market is gradually formed – information superhighways which are called the electronic media in order to distinguish them from the ordinary which include print, radio and television.

Internet journalism – is a new cultural and civilizational phenomenon which represents an activity on the formation and presentation of informational images of relevance and the carriers of these images can be not only a word, but also a picture, photograph, film, video, sound, web page [4, p. 8]. Traditionally it is considered that the flow of new information technologies (the World Wide Web, computer and telecommunication technologies) contributed to the emergence and development of a

new kind of society – information society which is to replace post-industrial society, according to many philosophers, social scientists, culture specialists and cybernetics.

Internet is a multi-media, which creates a variety of different forms of communication. Let's agree with the suggested by *M. Morris* division of them into four categories:

- Asynchronous communication «face to face» (e-mail).
- Asynchronous communication «many with numerous» (eg, there is the Usenet: reports, mailing lists, where consent for free newsletters is required or you should have a password to enter the program in which the messages relate to specific topics).
- Synchronous communication «face to face», «one and a few», «one with a few» (built around a theme, for instance, chat rooms).
- Asynchronous communication (search the website to obtain specific information).

Advantages of the Internet and social networks as the media are:

- Multimedia – the Internet has the ability to combine visual, print and video aspects.
- Personalization – the Internet provides the necessary information at any level of people's interest.
- Interactivity – the Internet involves dialogue. Internet communication is two-sided.
- The absence of intermediaries – the Internet enables direct communication of the government and the public, and vice versa, without interference and manipulation by the media.

Nowadays, researchers talk more about the information as the main hallmark of the modern world. As a mediator between the audience and the reality, the media not only have the ability to influence the **vospriyatie** reality, but also can be used to form a reality – because they can influence the behavior of people. Scientists make a connection between the political potential of the media and the discursive practices and symbolic technologies: in keeping with this approach, political and ideological struggle is presented as a procedure for encoding and decoding of meanings that are distributed with the help of the mass media [12, p. 250]. «A number of scientists (Guy Debord, A. Dugin, S. Kara-Murza) states the transfer of content of social and political life in a symbolic mythological space and turning it into a virtual play in which troupe of political actors involved with a set of different roles» [15, p. 82–83].

Different types and phenomena of the political communication is increasingly closer to a kind of political and social performance, the main content and the purpose of which is to promote different kinds of values and myths.

Huge opportunities for active media exposure on the political consciousness of citizens indicate the important role of political journalism in modern society. Some re-searchers of mass communications even about of the coming age of «mediacracy» – the power of journalism which is not only reflects and interprets the reality but constructs it by its own rules. The state uses the media as the most effective way to deliver information to the recipient. «The information function is one of the most important functions of the media. It consists in obtaining and distributing the information about the most important events for citizens and authorities. In a democratic environment where the fate of the government is determined by the society through direct political participation, media activity becomes dominant. Mass media are the factor of stability of the government, which gives it the right to count on on the political longevity» – said Professor of St. Petersburg State University *S. N. Bolshakov* [1, p. 3].

Thus, the study of the participation of the media in modern political process is very important in the scientific, theoretical and practical sense because the media – is not only a tool to influence the value system of the individual and society, to impose the introduction of foreign values, artificially increasing the value of some political values in comparison with others, the generation of new value orientations, but also the field of representation of traditional and national values.

Specificity of modern communications ever more clearly demonstrates that journalism has a special place in the system of material, spiritual and artistic communication. It is not nearly homogeneous in terms of content and form due to civilization-factors: technological component, knowledge – a priority value of our time, the pre-dominance of the material over the spiritual values of the consumer society and mass culture.

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THE MEDIA IN THE CONTEXT OF GLOBAL COMMUNICATIONS

Mariyna Ludmila

*Saint Petersburg State University
Universitetskaya nab., St. Petersburg, 199034, Russia*

Global technologies are changing the forms of communication and the rapid development of the Internet makes significant changes in the modern information and communication environment. We begin to think with new categories. Nowadays the media coined the term «media culture» which is understood as a set of information and communication tools developed by mankind in the process of historical development. The socio-cultural dynamics causes the diversity of journalism, the global context of research which is relevant to modern science.

Key words: socio-cultural communication, global information space, media system, information, socio-cultural dynamics, media culture.

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Людмила Мар'їна

*Санкт-Петербургский государственный университет
Университетская наб., 7-9, Санкт-Петербург, Россия, 199034*

Глобальные технологии меняют формы коммуникации, а стремительное развитие Интернета вносит существенные изменения в современную информационно-коммуникативную среду. Мы начинаем мыслить новыми категориями. В нашу повседневность СМИ вводят термин «медиакультура», который понимают как совокупность информационно-коммуникативных средств, выработанных человечеством в процессе исторического развития. Социокультурная динамика обуславливает многоплановость журналистики, глобальный контекст исследования которой актуален в современной науке.

Ключевые слова: социокультурные коммуникации, глобальное информационное пространство, медиасистема, информация, социокультурная динамика, медиакультура.