SOCIOLOGICAL DIMENSION OF MEDIA COMMUNICATIONS

СОЦІОЛОГІЧНИЙ ВИМІР МЕДІАКОМУНІКАЦІЙ

In the presented article the author analyzes the main trends in the development of media communications in modern society. Transformation processes that have led to the emergence of such new forms of communication as network and mobile communication are considered. Various interdisciplinary characteristics of communication, interpretation and interpretation are studied using a comprehensive and disparate research methodology. The peculiarity and importance of media communications as a type of social communications are emphasized, which include the types of such media communication, which by its nature is mass, which gives the media the right to be called mass media. The most common means of the media industry, which are the press, radio, television, ie the mass media, as well as the Internet, are highlighted. The process of individualization of journalism is analyzed, when any person acts as a producer and distributor of information without control and any external restrictions. It is emphasized that professional journalism and the blogosphere, sometimes called "individual" or "citizen" journalism, complement each other and define modern media communications. The main shortcomings of the information and communication environment of the Internet, which is today the most global media field, are identified, namely: information inequality, digital divide, language disparity, insufficient educational level. It is stated that modern social processes in combination with the spread and diversity of network technologies have led to the widespread use of digital journalism. The tendency of mass media convergence, ie the process of merging, integration of information and communication technologies into a single information resource is determined. It is revealed that the process of convergence of mass media in journalism forms the following trends: creation of a multimedia product; formation of "new media"; rethinking the concept of "media content".

Key words: *means of communication, media communications industry, information product, convergent journalism, social communications.*

У представленій статті здійснено аналіз основних тенденцій розвитку медіакому-

нікацій у сучасному суспільстві. Розглядаються трансформаційні процеси, які спричинили виникнення таких нових комунікаційних форм, як мережева й мобільна комунікація. Вивчаються різні міждисциплінарні характеристики комунікації, інтерпретації з використанням комплексної й розрізненої методології дослідження. Підкреслено особливість і важливість медіакомунікацій як виду соціальних комунікацій, до яких зараховують і різновиди такого медіаспілкування, яке за природою своєю є масовим, що відповідно визначаються мас-медіями. Виділено найпоширеніші засоби медіаіндустрії – преса, радіо, телебачення, інтернет-медіа, тобто масові медії. Проаналізовано процес індивідуалізації журналістики, який означає, що будь-яка особистість є виробником і розповсюджувачем інформації без контролю й будь-яких обмежень ззовні. Підкреслено, що професійна журналістика й блогосфера, яку також називають «індивідуальною» або «громадянською» журналістикою, доповнюють одна одну й характеризують сучасні медіакомунікації. Визначено основні вади інформаційно-комунікаційного середовища Інтернету, що є сьогодні найбільш глобальним медіаполем. Це, зокрема, інформаційна нерівність, цифровий розрив, мовна диспропорція, недостатній освітній рівень. Констатовано, що сучасні соціальні процеси в поєднанні з поширенням і різноманітністю мережевих технологій сприяли широкому розповсюдженню цифрової журналістики. Визначено тенденцію конвергенції засобів масової інформації, тобто процесу злиття, інтеграції інформаційних і комунікативних технологій у єдиний інформаційний ресурс. Виявлено, що процес конвергенції засобів масової інформації в журналістиці формує такі тренди: створення мультимедійного продукту, формування нових медіа, переосмислення поняття «зміст засобів масової інформації».

Ключові слова: *засоби зв'язку, індустрія медіакомунікацій, інформаційний продукт, конвергентна журналістика, соціальні комунікації.*

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Formulation of the problem. Communication is a component of almost all spheres of life of modern man – political, financial and economic, social, cultural, educational, personal. The social transformations taking place today testify to the rapid development of communication processes. There is a problem of communication as a phenomenon of social life, inseparable from the problem of human relations, which form a person as a subject that develops society in its activities. The growing importance of this phenomenon in a complicated society, the need to study its impact on the individual, on society as a whole creates the need for a theoretical generalization of media communications in the sociological dimension. Of particular interest is the study of the interaction of participants in public communications in cyberspace, which is becoming increasingly important: there are new social and political sites, blogs, forums and news portals. However, there is no single sociological dimension of media communications today, so we will consider the main political and social factors that shape the subject of modern media communications.

Analysis of recent research. Issues of sociological dimension of media communications are covered in the works of such famous scientists

as N. Luman, G. Pocheptsov, V. Ivanov, S. Kvit, V. Rizun, O. Vartanov, D. Dunas, M. Shilina, who consider media communications as a synthesized phenomenon. mass and interpersonal communications. Our study is to analyze the impact of social factors on the content and main trends in modern media communications.

The purpose of the study is to identify the main trends in the development of media communications in modern society and the disclosure of methods of media coverage of current social processes.

Modern communications are characterized by a number of transformational processes that have led to the emergence of such new forms of communication as network communication, viral communication, mobile communication, as well as adaptations to these forms of the media communications industry. Among the reasons that gave impetus to new scientific discussions are purely applied: the internetization of social communications and the emergence of new communication technologies. However, especially interesting in the context of the development and transformation of the media industry is the very concept of media communications, which is interpreted differently by researchers of mass communications. The term "media communication" is formed by merging two words of Latin origin: media (from the Latin medium – means, method) and communication (from the Latin communicatio – communication, transmission of information) [1, p. 36]. Literally, this concept can be translated as "communication by means, methods, through means". However, it is necessary to take into account the modern understanding of the words "media" and "communication". They should not exhaust the analyzed concept.Various centers, services that collect, analyze data and provide information services to the public can also be considered as media.

Thanks to modern digital technologies, new media not only perform the tasks of mass information, but also provide services to the consumer, creating certain content for him. Researchers A. Kaplan and M. Haenlein define social media as "a group of Internet applications based on the ideological and technological basis of Web 2.0, which allow the creation and exchange of user-generated content (User-generated content)" [9]. Unlike the media, social media appeals to a sense of belonging to a particular community. Social media includes Internet forums, blogs, wikis, and video hosting services. There are seven types of them: Internet communities, blogs, virtual games, social networks, communities for the production of shared content, joint projects, geosocial services.

Communication is associated with concepts such as communication, communication, messages, information. This is due to the different interdisciplinary characteristics of communication, its broad interpretations and interpretations using a comprehensive and disparate research methodology. Communication is the process of transmitting information through communication systems in symbols, signs, gestures, oral and written speech, signals, and so on. Communication is the act of transmitting a message from the addressee (communicator) to the addressee (communicator). It can use a variety of forms of communication, from conversation to the use of electronic methods of data transmission in the structure of "man – machine". If we consider communication from the point of view of technology, technical systems and devices become its obligatory elements. Today, people use a huge number of ways to convey information. However, all of them, of course, are inferior to the media, especially when it comes to the mass audience. The most powerful means of the media industry are considered to be the press, radio, television, ie the mass media, as well as the Internet. Undoubtedly, media communications have a direct connection with mass communication, which can be considered as "the influence of the communicant on the communication in the form of mass". It is also necessary to emphasize the peculiarity and importance of media communications as a type of social communication, they include varieties of such media communication, which by its nature is mass, which gives the media the right to be called mass media [4, p. 112].

It is believed that modern social development is characterized by the fifth information revolution associated with the formation and development of cross-border global information and telecommunications networks, covering all countries and continents, penetrate into every home and affect both each individual and the huge masses of people. The most striking example of this phenomenon and the result of the fifth revolution is the Internet. The essence of this revolution is the integration in a single information space around the world of software and hardware, communications and telecommunications, information stocks or knowledge stocks as a single information telecommunications infrastructure, which is active in legal entities and individuals, public authorities and local municipality. As a result, the speed and volume of processed information are incredibly increasing, new unique opportunities for the production, transmission and dissemination of information, search and retrieval of information, a new kind of traditional activity in these networks. Today, the information and communication environment of the Internet is considered to be the most global media field. Along with this globality, there are many local problems, among which information inequality, digital divide, language disparity, dominance of the English language,

insufficient level of education, etc. are especially relevant. These and other issues have long been in the field of view of international media organizations. The main problem of the gaps is as follows: due to different levels of economic development, the average incomes of people in developed and poor countries differ significantly, as a result, most people do not have access to innovation, which is a global context. At the local level, there are gaps between urban and rural residents, between regions, between older and younger age groups [8, p. 75].

Modern social processes, combined with the proliferation and diversity of network technologies, have led to the widespread use of digital journalism. This democratized the flow of information that had previously been regulated by traditional media – newspapers, magazines, radio, and television. Online journalism has a number of features. The first is to write small forms (by volume). As a rule, a person does not show a desire to read more than 7-8 thousand characters online. All the material is divided into small blocks with their subheadings, methods of selection are used, as well as bulleted lists, which "revive" the text, help to reveal the topic and pay attention to the most important points. The original qualities of Internet media are hypertext, multimedia, interactivity [5, p. 81]. Compared to traditional media, digital journalism shows a greater degree of creativity. Online journalism allows communication and discussion at a level that print journalism cannot provide on its own. People can comment on articles and start discussions right on the site. Prior to the advent of the Internet, spontaneous discussion between readers who had never met was impossible. Readers can engage in dialogue with the authors of publications through forums, comments, and feedback. The news discussion process is a big part of what online journalism does.

The Internet opens wide opportunities for two-way communication, however, to realize this potential it is necessary to make efforts on the part of both the journalist and the audience [6, p. 46]. Online journalism is a revolution in how news is consumed by society. Online sources are able to provide a fast, efficient and accurate report of the latest news in seconds, providing the public with an overview of every detail of the phenomenon that occurs. Throughout the course of events, journalists are able to quickly publish and cover information on the Internet, while maintaining relevance. The speed with which a story can be posted sometimes affects the reliability of reporting so it is usually not possible for print media. Before the advent of online journalism, the printing process took much longer and did not allow the discovery and correction of errors. With the advent of the Internet, not only journalism but also consumers have changed. New consumers need to become web literate and use critical thinking to assess the reliability of sources. It is because of those who write articles and publish them on the Internet that the definition of journalism is changing. Because it provides an more accessible opportunity for the average person to influence the world news through tools such as blogs and even news commentaries on reputable news sites, it is becoming increasingly difficult to sift through the vast amount of information that comes from the journalism information space.

The individualization of journalism has gained wide popularity today – a new phenomenon that has become widespread in journalism. Any person acts as a producer and distributor of information without control and any external restrictions. The blogosphere is also actively evolving, suggesting that blogs may displace so-called "traditional media". Those who were previously called the audience themselves become part of the media. In recent years, the Ukrainian blogosphere has grown significantly, and currently there are about 900,000 blogs in Ukraine. It can be noted that professional journalism and the blogosphere, sometimes called "individual" or "citizen" journalism, complement each other, as the advantages of one fill the shortcomings of the other, and vice versa.

In addition, the trend of convergence of mass media, ie the process of merging, integration of information and communication technologies into a single information resource, is of considerable interest today. World experience shows that the transition to the creation of a converged information product becomes for journalists of print media a matter of survival and the only way to preserve and acquire an audience.

D. Shantin, director of the IFRA Newsplex School of Multimedia Journalism, says: "Some publishers still believe that the idea of integrated news production does not apply to them, but I think they will have big problems. Sooner or later, the audience will go where they can get what they need. Sooner or later circulations will fall. Less advertising, staff reductions, low product quality. Then this publication will need money, and they will inevitably die" [7, p. 106]. In general, the process of convergence of the media in journalism forms the following trends: the creation of a multimedia product, formation of "new media", rethinking the concept of "media content".

Conclusions. At the present stage of development of society, media communications determine the possibilities of expanding the relationships between individuals and influence the development of social processes. Communication makes it possible to preserve and enrich the spiritual and ethical potential of society, to change culture towards its enrichment, to expand the scope of cultural communications, to serve as a basis for preserv-

ing the identity of society. Due to the fact that the dissemination of information objectified by electronic channels is becoming increasingly popular, the Internet as a resource is actively used in public communications. In Ukrainian society, not only effective involvement of virtual space is important, but also sufficient content control. From the above provisions it is quite obvious that the perception of the mass addressee is regulated through the Internet and thus mental paradigms are formed. Modern communication reality and media communications coexist interdependently and inseparably. The idea of convergence has changed the logic of the relationship between existing technologies and the media industry. It has become the starting point for the creation of new content, the formation of "new media", which are now more focused on their audience and provide a more complete information product. The implementation of the idea of convergence also aims at a new system of information product production, where the key is the idea of creating a convergent social environment.

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