

Research Paper

Media Communications as a Factor of Global Digital Culture

Victoria Ivashchenko^{1*}, Olena Voskoboinikova-Huzieva², Kateryna Balabanova¹, Inha Pohrebniak³, Viktoriia Soshynska² and Svitlana Semenko⁴

¹Department of Publishing, Borys Grinchenko Kyiv University, Kyiv, Ukraine

²Department of Library Studies and Informology, Borys Grinchenko Kyiv University, Kyiv, Ukraine

³Department of Journalism and New Media, Borys Grinchenko Kyiv University, Kyiv, Ukraine

⁴Department of Journalism, Poltava V.G. Korolenko National Pedagogical University, Poltava, Ukraine

*Corresponding author: 01102010@ukr.net (ORCID ID: 0000-0002-8044-4116)

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ABSTRACT

Mass media form the face of modern global digital culture and become a factor in constructing social reality. The main sign of global peace has become the penetration of mass media into all spheres of public life. They form a new culture, contradictory regarding the dialogue of cultures, the existence of national and local cultures, etc. A new information culture or media culture is entering the arena, the means of forming media communications. The authors explored the scientific theoretical justifications for media communications as a new communication phenomenon as a factor in global digital culture. The study's novelty lies in identifying the problems and threats to the development of modern media communications, features of the transformation of media communication into Web communications, and the grouping of issues and threats to the development of modern media communications through the influence of global digital culture. It has been proven that media communications are a guarantor of the free exchange of information, which provides them with maximum opportunities to lay the foundations of the global information society.

HIGHLIGHTS

- Development of media communications is, on the one hand, the most significant factor in globalization and, on the other hand, its basis;
- Media communications are a guarantor of the free exchange of information, which provides them with maximum opportunities to lay the foundations of the global information society.

Keywords: Digital Culture, Economic Challenges, Media Communications, Web Communications

The information society continues to develop rapidly and change the face of world culture, the main feature of which, as already emphasized by many scientists, is globalization. The inclusiveness of the globalization process, which manifested itself in all social spheres, has led to irreversible changes in these spheres in general and the person himself in particular. This concept has long passed from the scientific language into everyday language and denotes negative and positive components of modern social life and culture. The main feature that characterizes contemporary

society is the rapid development of information and communication technologies and, associated with this, the emergence of new and fundamental changes in traditional mass media.

Technological inventions of the last 50-60 years have stimulated a change in communication guidelines, gradually influencing general social processes.

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Computer networks allow you to exchange information instantly, overcoming geographical boundaries. Global networks have become the basis for transformations in the economy and geopolitics. Gradually, data becomes the central intangible and inexhaustible resource, and the logic of building social relations is increasingly becoming a sign of networking.

Mass media form the face of modern global digital culture and become a factor that constructs social reality.

The problem of the study is that there is currently no answer to the question of scientific and theoretical justifications of media communications as a new communication phenomenon as a factor in global digital culture.

RESEARCH METHODS

The methodological basis of the study is the general philosophical principles of science, objectivity, and specificity.

Using the method of abstraction, we considered several properties and relations of mass communication with the simultaneous separation of the properties and concerns of MC; generalizations were used to establish the general properties and characteristics of communication theories; based on analogy, the similarities of theories of communication in certain branches were defined and conclusions about their similarity in MC were made.

The comparison established similarities and differences in the conceptual interpretations of mass and media communications and formulated a general definition.

The systems approach was used in the complex study of large and complex objects - theories, concepts, approaches, and interpretations of mass and media communications, studying them as a whole with the coordinated functioning of all elements and parts.

LITERATURE REVIEW

The development of information and communication technologies in the modern world has led to a constant increase in the amount of information consumed by an individual and an acceleration in the rate of its transmission. And this also led

to ambiguous consequences, on the one hand, the expansion of horizons, the availability of educational technologies and socially significant information, and on the other hand, a decrease in the individual's stress resistance, information overload, and unification associated with the dominance of one culture, commercialization and the opening of private spheres of life, etc.

The main sign of global peace has become the penetration of mass media into all spheres of public life. They form a new culture, contradictory regarding the dialogue of cultures, the existence of national and local cultures, etc. A new information culture or media culture is entering the arena, the means of forming media communications. They are not only the primary source of information about the world and the events taking place in it but also enable the individual to actively participate in communication activities, forming communication according to the subject-subject principle.

An exciting idea for the presentation of communication is the typology of media Bordewijk J., Van Kaam B. (Mcquail, 2013), which is based on two main aspects of information flow:

1. who owns and provides information;
2. who controls its distribution by time and subject.

The scheme can be represented as a matrix with four fundamentally different models of communication involving the centralization/decentralization of the supplier/consumer of information (Fig. 1).

	Information is managed by a centralized provider	Information is controlled by the consumer
Distribution is controlled by a centralized provider	1) transfer	4) registration
Distribution is controlled by the consumer	3) consultation	2) conversation

Fig. 1: Matrix of four communication schemes according to Bordewijk J. and Van Kaam B. (adapted by authors)

Thus, the model assumes a departure from the classic scheme of mass communication with a centralized news provider and mass consumer of information.

In matrix 1, the information is completely controlled; it is distributed by a centralized (mass) producer. Commenting on this position, the authors of the scheme provide, in addition to mass transmission, single ways of communication, where significant consumer activity occurs only in the process of pure reception (e.g., television, mailing lists, live radio broadcasts, etc.).

Matrix 2 is complete control of information by consumers; two-way communication with a high level of user activity. The most striking example is Internet communication.

Matrix 3 is combined: the information is produced and belongs to the supplier; the consumer retains control over the content distributed. The user requests specific information—examples: interactive television, on-demand services on the Internet, etc.

Matrix 4 is used when additional registration is required to access information, for example, on restricted resources (electronic libraries, media archives, databases, etc.).

Matrices 4 and 2 show decentralization and demassification of information. These matrices provide a theoretical basis for branching the concept of MK from mass communication. These schemes include the basic theoretical principles of network communication, new media, and other transformational innovations focused on interpersonal communication in the mass media environment and information flows from consumers of information to the system.

Among the current theoretical developments, which consider local and global media transformations, we will pay attention to the concept of three-stage online content by Dr. J. Pavlik (2015), which can be used to explain the features of online news content:

Step 1: Reuse content is taken directly from print or audiovisual media.

Stage 2: Supplementing the information with original content.

Stage 3: Strengthening the community in cyberspace, ready to experiment with new forms of storytelling. More and more scholars are drawing public attention to the importance of the impact of the media and the media on modern man.

The concept of delivery technology, actively developed by B. McCorkle (2012), can be considered

attractive. The essence of the idea is that delivery technologies are becoming obsolete and being replaced; the media is evolving. In other words, traditional distribution sources of various media, such as audio CDs, MP3 files, video formats, and other content delivery technologies, are gradually moving to a new media environment. Delivery technologies are constantly changing, while the media is stored in layers, forming a complex system of information and entertainment. The delivery system is exclusive technology; the media is also a cultural system.

A. Toffler & H. Toffler's (2008) conceptual waves are three historical stages of human development, the transition between which is a kind of transformational "collision". In addition to economic preconditions, essential model elements are communication and media. For the first wave of information dissemination, it is interpersonal communication, as well as communication in the direction of "the Catholic Church - a gathering of people." The next stage of media development was characterized by mass production technologies with its widespread products - movies, newspapers, magazines, radio, and television. The third wave is the demassification of the media with their tendency to transform mass communication in the MC. According to the researcher, qualitative changes in the technosphere and infosphere have fundamentally changed the method of production, as well as the understanding of the importance of information. The third stage of civilization begins in the world, where densified information means of communication will play a dominant role. The basis of society's economy is computer systems that connect private homes with industrial and commercial organizations, banks and government organizations, schools, universities, and others. In the third wave, the primary inexhaustible raw material is information.

In the information theory and Norbert Wiener (2023), the content of the communication is separated from the means of communication, and the purpose of communication is to control the reproduction of "messages" in any environment or means of communication. "The community extends only to the extent to which the current transfer of information extends" (Wiener, 2013). In the actual work "Cybernetics, or control and communication in animals and machines," N. Wiener points to

the unequal access and possession of information within one group: "A group can have more or less group information than its members. A group of non-social animals, temporarily united, has very little information, even if its members as individuals have a lot of information. This is because only a tiny part of what an individual group member does is noticed and influenced by other members, which would be extended to the group.

On the other hand, the human body probably contains much more information than any of its cells. Thus, there is not necessarily a direct or feedback link between the amount of knowledge possessed by a race, tribe or community and the amount of information a person has" (Wiener, 2013). These and other sociological aspects of information later formed the basis of his theory of artificial intelligence. Also, they became the fundamental aspects of analyzing quantitative and qualitative characteristics in MC.

Dependence on the possibility (or probability) of obtaining information, as well as its uncertainty (entropy), was studied by K. Shannon (Asthana *et al.* 2021). Despite the mathematical dimensions and disregard for the content (content) of the information message, his ideas are interesting for theoretical understanding in terms of MC, especially regarding information reliability: "The more likely the message, the less information". That is, verifications of ideas and hypotheses formulated under the influence of some communication messages should contain as little information as possible and be as accurate as possible. Similar advice can be helpful to for convergent and multimedia editors who seek to present information in as many different ways as possible to attract different audiences. But it is this diversity that creates the problem of multiplying information.

Ukrainian political scientist S. Danylenko 2009 supports such ideas: "Currently, there are significant differences between profitable (necessary, socially important) and socialized (needed by the user, accessible, understandable at this time) information". The analysis of communication observed in the mass network space with personalization of information and bidirectional information flows is quite challenging, based on standard categories of one-way communication: sender, information, recipient,

effect, channel, media, etc. Existing theoretical developments make it increasingly difficult to explain phenomena in the media.

In other words, new media pose a scientific challenge for communication and media research, which requires a careful review of all major models and concepts.

The communication process is proposed to be considered as a spiral; the semantic image of the concept of "spiral" captures the fundamental incompleteness of the communication process, which can be interrupted but cannot be brought to an end, and the fundamental unattainability in full of the result set at the beginning of the communication act (Fig. 2).

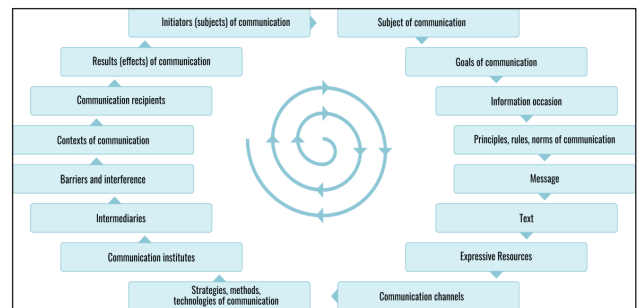


Fig. 2: The communication process (adapted from Galvin & Wilkinson, 2011; Mustaqeem *et al.* 2020; Mitchuk *et al.* 2021)

RESULTS AND DISCUSSION

Occupying an increasingly important place in the life of modern society, media communication is gaining unprecedented importance as a means of connecting people in various areas of social life. In this regard, different types of media communication are becoming not just a means of bringing people and societies together but also specific formats and content (Balu & Kavaskar, 2020; Humera *et al.* 2021). Thus, previously unseen types of media communication and previously unseen opportunities are realized. This is no longer a new but promising type of web communication, and the Internet is the most preferred and most profitable platform. The main types of Internet communications include various kinds of social media (Internet forums, blogs, wikis, video hosting, social networks; virtual games; communities for the production of shared content; joint projects; geosocial services); event communications (Eventful, Meetup.com, Upcoming); organization of collaboration (wiki;

social bookmarking; news, where users themselves find information and upload it to a social news site, and subscribers have the opportunity to discuss its content); navigation.

Multimedia as a complex convergent representation of information in any digital format (conditional-verbal, conditional-visual, conditional-auditory, etc.) allows you to create a unique type of content applicable to any channel of media communication¹.

The main features of web communications are:

- ♦ the availability of information, the depreciation of personal space,
- ♦ the absence of spatial restrictions,
- ♦ efficiency (real-time response).

Let's consider other challenges that media communications face under the influence of global digital culture (Fig. 3).

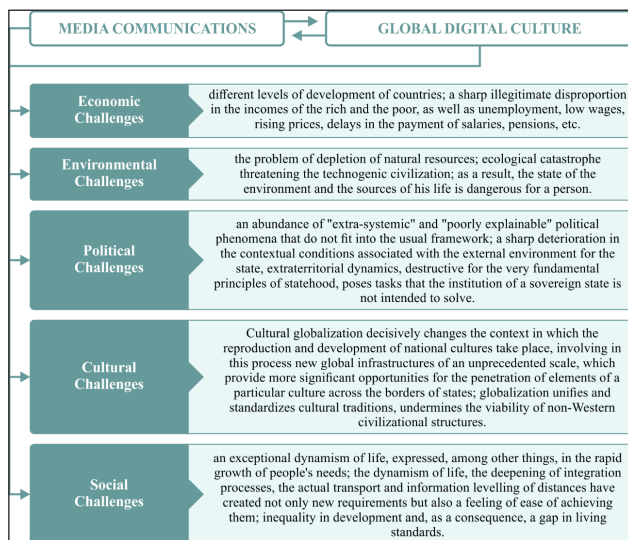


Fig. 3: Media communications challenges under the influence of global digital culture (developed by the authors)

Web communications are based not on sites but on people, their knowledge, and their interaction, which allows not only to surf the net but also to work together and post text and media information on the net. The result of the last wave of the scientific and technological revolution was the fact that the functioning of many areas of the economy no longer needed large teams of media communications, allowed relatively small groups of creatively thinking individuals to create various kinds of international, worldwide projects in such areas as trade, art, education, etc. Today, two or three people can create extensive distance learning

Internet sites on diverse subjects and topics at various levels. A "small creative group" can develop library databanks, grandiose virtual encyclopedias, etc.

The individual was left alone with the TV and then with the Internet. Communication becomes limited with the seeming vastness of incoming information, opinions, and interpretations. Active Internet users communicate less with their social environment. Still, not only their communication on the Web can be extensive, but it always has some one-sidedness, connections are established according to interests, it is easy to enter them and also easy to leave if interest is lost, i.e., the individual does not learn to adapt, to find compromises, and as a result, he is not ready for life in a real society, where there is a pluralism of interests and opinions. From this point of view, the development of the Internet contributes to the fragmentation of social life; individuals do not seek to enter a wider social circle and solve social problems.

Modern information technology is the leading resource by which the population is drawn into global processes. Humanity has created a gigantic, branched, actively functioning information and communication sphere. A developing society requires constant updating of information flows and communication relations, which leads to a transformation - sometimes radical - of the entire infosphere. Along with the speed of delivery and the area of audience coverage, the volume of information supplied has also increased dramatically. However, in practice, spectacles form the basis of the distributed content, and it is no longer possible to find any logic in the chaos of presented images of reality and opinions. The contribution of the Internet to the economy and life, in general, is also clearly overestimated. So far, the Internet is dominated mainly by various jokes, information stuffing, and network viruses, meaningless chats, and hangouts on social networks. The system of subjects that influence the state of the infosphere (including the media) and the nature of ongoing processes has become highly complicated. At the same time, one should never forget that the growth dynamics of the transformation of the infosphere entails consequences that involve fundamental changes in the mechanisms of regulation and self-regulation of the activities of professionals. These

and other circumstances have significantly changed the metrics of modern reality and made the entire previous culture practically useless, which was formed in fundamentally different conditions. The feeling of the ineffectiveness of the last culture forces modern man to start searching for new rules of life. The very loss of previous reference points already leads to stress, and this stress alone is enough to increase aggression and intolerance. Thus, media communications are a powerful new tool for global digital culture.

CONCLUSION

In the conditions of a globalizing world based on media culture, a new computer generation has already formed - a generation that has new identification parameters and accepts physical and virtual reality as equal realities. Media communications have created a mass and transnational culture and constantly increased their influence on social reality. It is a commercial part of digital culture that includes "fragments of regional, national and local cultures that function at several levels as sources of standardized products, generalized human values and interests."

Based on this, we can conclude that today media communication has a decisive influence on the interaction of cultures; therefore, it is the primary channel for broadcasting global culture. And the development of mass media and media space is an additional opportunity to preserve and disseminate cultural heritage.

Thus, the development of media communications is, on the one hand, the most significant factor in globalization and, on the other hand, its basis. However, they have an ambiguous effect on the development of modern culture, intercultural interactions, and preserving the foundations of ethnonational cultures.

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