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OBSAH

CONTENTS

HISTORY

ROLE OF COMMUNICATIONS IN THE INFORMATION SOCIETY FORMATION

Halyna Horbenko,
Ph.D.(Pedagogical Sciences), Associate Professor,
Director of the Institute of Journalism,
Leonid Novokhatko,
Doctor of Historical Sciences, Professor,
Head of the Department of Advertising and Public Relations,
Kyiv Boris Grinchenko University

Annotation. *It is proved in the article that international relations become an open system with a high level of communication interconnection. Any changes in the international environment affect both the adoption of a specific foreign policy decision of a particular state and the entire system of international relations. In particular, it is shown that a planetary system of communications is being created, and intellectual technologies and systems are developing. Undoubtedly, these processes will have a positive impact on the structure of social governance, the institutions of democracy, the development and functioning of the state and the law.*

Key words: *information, transformation, information society, technological revolution, Internet, types of telecommunications, communications, contemporary system of international relations.*

The problem of information society formation in the era of communications transformation of the system of international relations of the information age attracts the attention of representatives of various scientific schools in the science of international relations. It is the subject of the analysis of the academic community in the countries of the Euro-Atlantic political and cultural orientation.

The information and technological revolution has led to a widespread introduction of the Internet and various types of telecommunications, which, along with economic factors, made it possible to communicate more closely and interact with individuals, different social groups, institutions and various international organizations. As a result, interstate borders have become more transparent in virtually all areas of communication and cooperation. Thus, there are new objective factors and conditions for accelerating and large-scale growth of globalization processes.

For the contemporary system of international relations, a new hierarchy of values will be characteristic. Previously, states sought control over the territory, population, industrial potential, and others like that. Today, basic geopolitical characteristics lose part of their content. At the forefront is the struggle for influence in making strategic decisions, in establishing their own control over information, communications and financial flows.

The global scale and radical change that occurs in various sectors of society, is a truly unique phenomenon in the history of mankind. It is difficult to make a comprehensive picture of the tremendous changes in the very essence of world life and in the conditions of existence of man, society, state and international community. Any current characteristics of a new era, whether "post-industrial", "informational" or "technotronic", as well as many others, do not reveal in its entirety its actual content. They touch, in essence, upon the intensification of material production, scientific and technological progress, including the information revolution and the globalization of world economic relations.

Also, it should be noted, that nowadays, in each category of current participants of international relations, taking into account states, there is a strident quantitative growth, largely due to the fact that the process of formation of new participants and their diversification is still going on today. Thus, the factor influencing world political processes is the activity of mass media in connection with their specificity (the effect is on the consciousness of people, the speed of the transfer of information across the globe, etc.). Therefore, media are often considered as independent participants in world political processes.

On the world stage, there are also so-called "hybrid entities", which represent a combination of state and non-state structures. They operate in different spheres, especially in business, where a multinational company has a mixed (public and private) capital. It should be underlined that hybrid entities also exist in the media.

In particular, Professor O. Zernetska emphasizes on this. The researcher believes that "Information and communication is necessary for a democratic life, and it must guarantee citizens participation in public affairs. Mass media represent a public opinion or inform that they should assume the specific functions of public authorities or their institutions in educational or cultural character, which would have led to the transformation of mass media into power – media culture. The power, accumulated in the hands of media TNCs grows at an enjoyable pace, both within the nation-state and across its borders, crosses state borders. This gives grounds to talk about increasing their influence on the mass consciousness of both the national and global audiences, all of which leads to the "mediaization" of politics. Television and the Internet are becoming channels of political communication" [1, p. 34, 35, 36].

In this respect a well-known American scientists J. Nye [2, 79-83] and R. Keohane [3, p. 727-733] define four types of transnational global interaction that are relevant to information, transport, finance, and tourism. The state can not fully realize the interactions in these areas without the participation of non-state actors in international relations. Under the influence of non-state actors, relations between states which national interests interact in transnational structures may change. There is an increase in the interdependence among the various actors operating on the international scene, which leads to the development of containment mechanisms. As a result of the activities of non-governmental organizations, the ability of governments to influence the policies of other states is increasing. There are independent influential non-state actors which can defend their own interests, opposing them to the state one, and even change the state

policy to achieve their goals.

The study of the importance and impact of accelerated information and technological development, one of the decisive factors that directly influences changes in the political, socio-economic life of the contemporary stage of the transformation of the system of international relations, is relevant both from theoretical and practical point of view. In addition, this phenomenon requires a thorough study at the national and global levels in order to more effectively regulate the processes of informatization and scientific-technological globalization, which determine the further formation and evolution of the complex structure of the system of international relations.

The contemporary system of international relations is in a state of transformation, which is primarily associated with globalization as well as with the information and technological revolution. Gaining momentum, the information and technological revolution in many respects predetermines the development of globalization processes. These most important factors significantly influence the comprehensive transformation of the contemporary system of international relations.

The single information space, together with up-to-date means of movement, made the world interdependent and created a significant number of problems both within society itself and in its relations with the environment. The analysis of the appearance and dynamics of the development of negative trends and problems in the era of global transformations of the modern world requires the study of human activity and decisions that it takes in order to preserve and further the sustainable development of the civilization of the world.

A characteristic feature of the information and technological revolution is that information has become the most important resource, without which it is now fundamentally impossible to manage the current socio-political processes, to control the changes taking place in the environment, social and political life. Modern electronic equipment and computer technology greatly enhance human capabilities to predict both concrete results and possible consequences of its activity [4, p. 94].

The most developed regions of the world carry out the transition from industrial to information society, which is due to the lack of alternative humanity that would allow it to survive as a biological species and thus provide opportunities for further progress of society.

The wide introduction of information and communication technologies (ICT) in all spheres of public life has led to the emergence of new approaches to understanding contemporary society and its importance in the era of global transformations. All the well-known scientists who explore the phenomenon of the information society, pay special attention to the "explosion of signs" in the modern world and are increasingly beginning to talk about information as a major feature of the modern world. Among the scholars who present this trend in the understanding of modern transformational processes, it is possible to distinguish D. Bell with the well-known concept of the emergence of a post-industrial society, based on an increase in the number of employed workers in the service sector; M. Castells with the study of informational capitalism in a networked society; G.

Schiller, who studies the needs of developed capitalism in information and manipulation of it; Y. Habermas, who believes that the branch of the "public", and together with it the truth of the information found themselves in decline; E. Gidens with reflections on "reflexive modernization", which pays personal attention to the role of information that is being collected for observation and control under a man; J. Baudrillard, S. Bauman, J. Wattimo, M. Poster and J. Lyotard with their considerations on the postmodern age. Despite the fact that the researchers of the phenomenon of the information society can see different changes in the information society, they agree that information is something special.

In the comprehensive work of the English scientist F. Webster "Theories of the Information Society" [5] five definitions of the information society are presented. All of them are related to the parameters of the identification of novelty: technological; economic; the one that is connected with the sphere of employment; spatial and cultural one. At the same time, they are not necessarily mutually exclusive, although theorists highlight one or another definition according to their representations. However, the basis of all these definitions is the belief that quantitative changes in the field of information led to the emergence of a qualitatively new type of social system – the information society [5, p. 6-7].

In this respect it should be noted that in the early 1980s a technological criterion, developed by such authoritative scholars as K. Evans and E. Toffler appears. In general, technological concepts are stipulated for the process of increasing technological innovation. Proponents of this approach believe that the latest technology is one of the most visible signs of the formation of an information society. The main idea is that the modern scope of technological innovations must lead to social restructuring, given its significant impact on society. The dissemination of domestic, international and global information exchange within banks, corporations, governments and public organizations, as well as between them, points to the tendency of developing a technological infrastructure that provides instant computer communication at any time and anywhere where there is appropriate equipment. The complexity of determining the mark on a technological scale, to which society can be considered informational, is a central problem in the wording of the definition of the information society. This criterion does not take into account socio-economic and political dimensions in the context of technological innovation.

The economic criterion involves accounting for the growth of the economic value of information activities. If a person can assume an increase in the share of information business in the gross national product (GNP), it is logical to conclude that the economy has acquired an information dimension. If in the economic field information activity prevails over activities in the field of agriculture and industry, then we can talk about the information society. F. Mahlup has admitted to information such fields as education, law, publishing, mass media and computer production. He also tried to establish their variable economic value. Subsequently, M. Porat [6, p. 52-54], who believed that in the information society the main activity was related to the production of an information product and information services, as well as public and private clerical work [6, p. 198].

The main problem with this approach is the subjectivity of constructing categories and what it is to include in the information sector and what to exclude from it.

The next criterion is related to the employment sector. It is represented by the works of the well-known sociologist and theorist of the "post-industrial society" D. Bell, as well as by such scholars as R. Reich, P. Draaker [7] and M. Castells [8], who believe that the driving force of contemporary international system is a man whose main function is to use information. They argue that the world is entering the information society, when most of the people work in the information industry. The decline in the level of employment in the field of production and increase in services and in the information sphere can be considered as the emergence of an information society.

The main idea of the spatial criterion focuses on information networks that connect different places of the world, and therefore can have a significant impact on the organization of time and space. The question of what is really a network is rather controversial and concerns not only how to establish differences between different levels of networks, but also how to determine the beginning of a network (information) society.

The concept of an information society that uses the culture criterion is perhaps the easiest to admit, but it's even harder to measure than others. Authors such as M. Poster and J. Baudrillard [9] believe that the circulation of information in social life has increased significantly. J. Baudrillard writes: "Information is increasing but notion is declining. We are attacked by signs, we create ourselves from signs, we have no opportunity to escape from them – and all this results in a collapse of information value" [9, p. 200]. But we also should take into account the lack of criteria by which to measure the increase in the number of information values.

Thus, after considering the various definitions of the information society, it becomes clear that all of them are either insufficiently deployed or inaccurate or have both shortcomings. All concepts – technological, economic, the one that is related to employment, spatial or cultural – give a very dubious idea of what really constitutes an information society.

According to M. Castells, information technologies are not the cause of the changes that we are currently experiencing. However, in the absence of new information and communication technologies, nothing that changes our lives would not have been possible. Since the 1990s, the planet has been united into a single telecommunication computer network, which is the basis of the information system and communication processes. The whole sphere of human activity is based on the power of information and technological innovations, the speed of appearance of which is constantly increasing.

However, technologies themselves are not able to solve social problems. Access to information and communication technologies and their use in the context of our reality are a prerequisite for social and economic development. The decisive role of ICT is in stimulating development that has two sides. On the one hand, they enable countries to rapidly develop their economies, modernizing production systems and increasing their competitiveness much faster than before. The most significant in this sense are the economies of some countries in the East Asian region. In general, a country or region has

very little chance of becoming developed if it is excluded from the technological system of the information age [10, p. 84-86].

In order to obtain reliable knowledge about the information society, as well as how it resembles other social systems and how it differs from them, it is necessary to determine the content of information and informatization. In everyday life, receiving information or exchanging it, people first of all estimate its value. But for information theory, which is the basis of many measurements of an information explosion, these parameters are not significant. It provides definition of information regardless of its content, considers it as part of the physical world, such as energy or matter.

However, a new stage in the development of mankind, based on the latest information technologies, along with obvious benefits for the individual, society, and the state, causes a lot of new dangers that can acquire not only negative but also threatening forms in the event of an unbalanced and unregulated policy of informatization by the state.

According to Ukrainian scientist O. Sosnin, the negative effects of informatization are divided into direct and indirect ones. Direct ones include general complete control over the personality, informational totalitarianism, information expansion and information imperialism, information censorship. Indirect negative consequences of informatization can be considered as structural changes in society; raising requirements for the intellectual and educational level of members of society; depersonalization of knowledge; redistribution of intellectual functions between man and machine; domination of algebraic, logical thinking over geometric, figurative ones; acceleration of social processes by increasing the effectiveness of feedback [11, p. 52].

Thus, from the standpoint of the negative consequences of informatization, it can be said that it does not solve social problems and does not determine the social orientation of transformations, but only creates conditions for accelerating the processes of information exchange, strengthens information communications in society. Considering the problem of power, its organizational and socio-cultural role in the destinies of peoples, states and humanity, it should be emphasized the possibility of the development of information, that is, the power of information and information dictatorship.

Consequently, along with the undeniable possibilities, pluses and advantages, new technologies also contain fundamentally new threats. Among them is the digital inequality that exists between states and somewhere within them. This causes the negative aspects of globalization integration, aggravating the problem of information security of the individual, society and national states. An unprecedented acceleration of information and technological processes not only exacerbates the existing gap between developed countries and the rest of the world, but increases it every time.

Globalization in the information sphere, the development of communication system networks create the possibility of manipulating the consciousness of certain groups of people, regions or countries in order to impose evaluative characteristics, attitudes, norms of behaviour for destabilization of power, public structures, unauthorized interference in the internal affairs of states.

The control of the information space gives the technical ability to control private

life from one or more centers and, therefore, interfere with it. The "Total Information Consciousness" program, developed by the United States, provides the creation of a global database, which will gather all possible information about the citizens of the country. Another project provides the creation of technical devices that will allow a person to record and transmit by electronic channels everything that a person sees and hear, what e-mails creates or receives, watching telecast, whom is calling. It should be stated that the monitoring schemes are also possible on a global scale [12, p. 30].

Consequently, we considered the question of the acceptability of the very concept of the information society, identified various criteria by which, as we see, it is possible to quantitatively measure the emergence of the information society. Proponents of a new society argue that the quantitative side is an indicator of the qualitative dimension of social organization. It also concerns the interpretation of the concept of information. In this respect analysts seem to be removed from the obligation to determine the quality and value of information. However, in this case, they agree that the information is devoid of meaning.

Thus, humanity is witnessing the rapid expansion of communication frontiers in all branches of activity, the process of the emergence of a global information space, the formation of which causes a lot of social consequences and, above all, the growth of interdependence and the need to develop agreed solutions, in particular in the field of international relations.

Modern information and communicational technologies determine the mobility of information. The dissemination of ICTs is both a cause and a consequence of globalization through the fact that they enable a global exchange of information that promotes the development of international processes and operations. Information and communication technologies help to expand the borders of cooperation, mutual assistance and mutual information in politics, economics, science, culture and education through the emergence of new means of knowledge and communication, and the availability of information resources. The process in the field of microelectronics and information technologies and their convergence made possible international interactions, increased control and control capabilities, eliminating barriers of time and distance [13, p. 263].

Information and communication technologies have played a central role in reducing costs and increasing the speed of communication; ensure the functioning of world financial markets in real time; coordination of remote departments of production; an increase in the volume of trade in services; dissemination of information through global telecommunication networks and dissemination of ideas through global media; in increasing competition through more intensive sharing of information. These technologies, contributing to the diffusion of more competitive labour models and organization of production, have led to the internationalization of labour markets, the strengthening of their interdependence, the increased availability of highly skilled labour and its cosmopolitanization, the industrialization of services, the individualization and pluralization of lifestyles.

One of the main dangers of information globalization is the weakening of social

security. There is a new type of social insecurity – informational one, which manifests itself in two forms: overinforming and underinforming. Excess of information turns into psycho-emotional overload of the individual in conditions of growth of information flows. The development of mechanisms to filter these streams is an important social task.

A well-known American scientist J. Rosenau pointed out that "the very high technologies" have lowered the processes of globalization from the leash. "Under different conditions, we inevitably live in the world of imperfect information, and if there were even perfect information, we would not be able to fully utilize it. Details of any situation are really endless and there is not enough time to use it in full [14, p. 98]. It is clear that an American political scientist is right when he says that something can not be understood without separating the important from the secondary one.

The main conclusion is that the latest technology is a very powerful in the eventual sense of the transformation of the contemporary system of international relations. Information and communication technologies promote mobility, increase information, eliminate barriers of time and space, international cooperation, development of the global information space and the formation of a single planetary structural and functional system. In the cultural aspect, the role of globalization in the transformation of the international system is analysed together with such concepts as universalization, homogenization, modernization and Westernization of the world.

Conclusions. Consequently, on the basis of information systems, assessments of the situation are made in order to make appropriate foreign policy decisions. The global and national informational environments within which foreign policy decision-making systems operate under the influence of ICT are constantly transforming. This substantially updates the theoretical understanding of the transformation of the contemporary international system, taking into account the information technology revolution and modern globalization processes as the main and interconnected factors of the turbulent state in which the system of international relations is currently in place.

As a result, communications give participants of the international community, their actors, other subjects of international relations to react in time to changes in the international environment. Streams of information, intensive informational international interaction arising within the communication chains (chain of events caused by the information interaction of the subject, which was carried out by combining in a special complex communication channels), involves a consistent change in the state of subjects and their international environment, which is a lot in what is determined by the interrelated nature of the distinctive reactions of the subjects to the corresponding foreign policy signals.

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