

INTERNET COMMUNICATION IN MODERN INFORMATION SOCIETY**Valentina Petrovich**

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Summary

Basing on the examination of sufficient amount of scientific literature, the article attempts to define the concept and highlight the characteristics of the information society. It is proved that the information society is a qualitatively new historical stage of civilizational development. It is argued that the information society is based on the global spread of information and communication technologies, the fundamental processes of mass generation, processing, transmission, and use of information. It is established that the information environment contributes to a significant increase in the impact of information and knowledge on all areas of human activity. The substantiation of the paradigm of communication in the information society and its implementation with the help of the newest information technologies of the Internet is given. The peculiarities of the functioning of Internet communication in the information society are studied. It is substantiated that such communication has specific features, provides some training, establishes unique implementation forms, and actualizes the dialogic nature of a society.

Keywords: information society, communication, latest information technologies, Internet communication, mass communication, a dialogic society, virtuality, a mass society.

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1. Introduction

Formation and development of the information society is a priority of the information policy of each state. Modern information technologies significantly change our lives, namely the way of production of products and services, leisure organization and forms, methods, and forms of education, affect the social structure of a society, economy, politics, and development of social and cultural institutions. Moreover, the development of these technologies has not only generated a variety of social effects but has also contributed to the emergence of new humanitarian knowledge, known as the concept of the information society.

In recent decades, information technology has reached a level of development that has become the basis for the emergence of new forms of virtual communication, which are increasingly replacing face-to-face communication. Therefore, the characteristic feature of the information society is Internet communication, which is based on the information and computer technology and global communication.

The study of the issue of understanding the system of views of the development of the information society, both at the practical and scientific levels, deserves special attention. The need to study the peculiarities of the functioning of new forms of communication – Internet communication, and its impact on the development of society is becoming relevant.

The study aims is to identify conceptual ideas for the information society development, which generates innovative forms of communication – Internet communication. New communicative processes significantly affect the change of relationships forms between people and open unique opportunities for creative self-realization through the creation of virtual reality.

The following methods were used in the research: general scientific – analysis and synthesis, the analytical method in the Internet communication analysis as a type of information technology and means of communication, communication methods of theoretical research, and a descriptive method. To identify changes in the communication system in the information society, we used a systematic approach, which made it possible to explore the individual components and features of the functioning of the communication system. Based on the scientific research of individual researchers, in particular E. Biryukova, the study also used a synergistic approach, which allowed to identify synergistic and dialogical aspects of Internet communication. They contribute to the openness to dialogue and the possibility of self-organization of communicators (*Byriukova, 2014: 75-98*).

The novelty of the research is in the definition of Internet communication as the most effective means of daily activities in the information society.

2. The concept and characteristics of the information society

Researching the conceptual ideas of the information society, it is, first of all, necessary to establish and determine what is generally understood by the term «information society».

The numerous current definitions of the concept of «information society» read: post-industrial, the era of postmodernism, the knowledge society, scientific, telematic, and so on. The variety of concepts of the information society in different countries testifies to the socio-political, social, and scientific prospects of its development (*Petryk and others, 2011: 113-114*).

According to the Law of Ukraine «On Basic Principles of Information Society Development in Ukraine for 2007–2015», the information society is a society in which everyone could create and accumulate information and knowledge, have free access to them, use and share them to enable everyone to realize their full potential, promoting social and personal development and improving the quality of life (*Zakon Ukrainy «Pro Osnovni zasady rozvytku informatsiinoho suspilstva v Ukraini na 2007–2015 roky»*, 2007).

The concept of «information society» came into scientific circulation in the early 1960s and owes its emergence to Japanese scientists Yu. Hayashi and Y. Masuda explained that with the help of this term, we can characterize any society that operates a great amount of high-quality information and possesses all the necessary means for its storage, distribution, and use (*Masuda, 1983: 29*). This concept is designed to reflect the objective trend of a new stage in the evolution of civilization, associated with the emergence of new information and telecommunication technologies, new needs, and new lifestyles, which are particularly reflected in the ways and possibilities of communication.

According to V. Politsky, communication as an object of research is of exceptional complexity. It should be understood both as the transfer of information and as communication. In the semantic and terminological sense, the concept of «communication» is on a par with

similar concepts of «interaction (relationship)», «human relations», «interdependence», «interaction», etc (*Politanskyi, 2017: 141*).

The term «communication» (Lat. *communicatio*) has been used since the 20th century. It appeared in the scientific literature at the turn of the century thanks to one of the founders of sociology, the American Charles Cooley. The researcher believed that «Communication is here meant as the mechanism through which human relations exist and develop – all the symbols of the mind, together with the means of conveying them through space and preserving them in time» (*Charles Horton Cooley, 1909: 61-65*).

Communication processes in any sphere of a society are a continuous transmission of messages by the community. These messages express the specifics of the organization of consciousness of each participant in these processes, due to many factors that partly coincide in different social groups, cause structural changes and highlight the dialogue of a society.

In the information society, communicative activities related to the information production and exchange are implemented using modern information and communication technologies.

In his research, Zh. Denisyuk argues that with the advent of the Internet and numerous means of communication, a significant proportion of everyday communication has moved to the virtual area, i.e. the information space created by the Internet, where one of the determinants is interactivity as an opportunity for interaction and representation, global nature and an opportunity of the instant free dissemination of any information (*Denysiuk, 2016: 29*).

Internet communication, according to A. Yefremova, «is methods of communication in which information is transmitted over the Internet using standard exchange protocols and the presentation of information in various forms – voice, video, documents, instant messages, files» (*Efremova, 2017*).

3. Development of modern information and communication Internet technologies

The development of a society is always faster than the development of the individual. The rapidly expanding Internet and a communication system are relatively new areas of human activity. With their help, we communicate with friends and employees, conduct research, and have access to and exchange various information. It allows us to acquire social knowledge, accumulate social experience, formulate life prospects and tasks, and realize our potential in the shortest possible time (*Nemesh, 2017: 24*).

According to O. Nemosh, Internet communication increases the amount of possible social networks that a person can join, and adds elements of diversity to such participation (*Nemesh, 2017: 272*). O. Hrymov defines social networks as one of the most common means of the Internet communication, «the technological nature of which and the rich social and cultural content examine the study of indirect processes of transformation of social and cultural reality, relationships and practices, the subject of which is the individual through the special lens» (*Hrymov, 2014: 3-4*). V. Sokovnyina notes that social networks – «are huge platforms where everyone can come up with another, alternative self» (*Sokovnyina, 2014: 39*).

Online communities such as «Twitter», «Facebook», «Instagram», and others bring together numerous users who share a common communicative interest in the virtual world. Such Internet communication is characterized by high verbal activity, the specific language of communication, and emotionality (*Denysiuk, 2016: 29*). Under the influence of the Internet and social communities, through which the communication process is most active, public opinion is formed.

Modern information space contains many ways of data transmission. Information and communication technologies are constantly evolving to most effectively provide the maximum number of audiences with information that is disseminated through instant messaging.

In the context of consideration of communication processes occurring through the Internet, it is necessary to analyze the meaning of the concept of «information and communication technologies». According to S. Reddick, «it is a general term that includes all technologies for information transfer» (*Reddick, 2009*). L. Klimanska gives a broader definition of the concept of «information and communication technologies» meaning. In particular, the scientist argues that it is «a rationally organized set of actions in the information space for the purposeful production and dissemination of information to influence a specific audience. Communicative technologies are «a planned impact on target groups» (*Klymanska, 2005*).

Thus, S. Petkun concludes that the development of information and communication technologies intensifies the natural desire of people to harmonize relations, creating new approaches to solving social and economic problems humanity and society are facing (*Petkun, 2019: 50*).

However, according to many researchers, including N. Tokarev, A. Shamne, O. Khalik, and others, «the information society brings numerous risks and dangers to human life. In the conditions of colossal volumes of information, people find it increasingly difficult to navigate in information flows, gaining the necessary experience and avoiding manipulation of consciousness and behavior» (*Tokareva, Shamne, Khalik, 2017*).

4. Internet communications in mass society

Addressing the topic of Internet communication in mass society, it is reasonable to address the pressing issues related to the functioning of a society, culture, and man in the information space, and their communicative activities in the virtual space of the Internet technologies. The participant of any virtual communication is a mass person endowed with some specific characteristics. Such a person enjoys the mass consciousness and is the basis of modern society.

In this context, vital aspects of new forms of Internet communication, such as the anonymity of communicators, the distance of communication, the speed of access to information, the high level of feedback, and others, are of particular importance.

According to O. Nemesh, the Internet guarantees users security and anonymity in communication. Virtual communication is instantaneous, full of speedy undocumented messaging, which regularly occurs in the online environment, where people can, at any time, express what they want and always be heard. Thus, their right to self-expression is always guaranteed. The researcher notes: «...in the times of mass society when an ordinary person doubts whether his voice means something, there is a technology that gives the individual voice a public sound» (*Nemesh, 2017*).

J. Suler notes that anonymity, invisibility, and a sense of security in communication create the effect of free communication, within which two realizations are possible: the release of negative emotions and the destruction of destructive needs (insulting others, hacking sites) or the realization of the opportunity to be open and not confine to personal issues only (*John Suler, 2005*).

Thus, the Internet, as a means of communication, has a virtual nature. The participant of any virtual communication is a mass person endowed with some specific characteristics. Such a person enjoys the mass consciousness and is the basis of modern society.

Studying various aspects of the development and features of the functioning of Internet communication in the information era, scientists identify a number of the most commonly used types. The emphasis is on the relationship between people. In particular, M. Bocharov, A. Yefremova, O. Skiba, and A. Chumikov distinguish the following: (Efremova, 2017; Chumykov, Bocharov, 2006: 388-391; Skyba, 2019: 173-177):

1) A man – a computer. In this case, the information is obtained from the source of information, regardless of its factual location. Then it can be sent via the Internet and stored on a computer (tablet, smartphone), which in this case acts as a kind of information repository.

2) A man – a man. This type of Internet communication involves communication between human communicators, carrying out all types of information, namely a text (an e-mail), voice (Internet telephony), and images (videophone, conference, or online communication).

3) One person – many people. A type of mass communication where information is sent to a large number of people at once. It is the most common and cheapest type of communication. As a repository of information, the Internet allows you to create archives that can be used by a large number of people.

4) Many people – one person. This type of communication allows you to collect and organize information from many people.

5. Conclusions

Today, Ukraine is facing the need for a conceptual understanding of the introduction of an information method of organizing the life in a society. It means that the strategy of forming the foundations of the information society should be considered in the context of the overall strategic priorities of social, economic, and institutional development of a state as an organic component of large-scale transformations in a society and government institutions.

Internet communication has its characteristics. Created by a virtual communication network and becoming an integral part of all spheres of human life, it drastically differs from direct communication in real life. It aims to organize and provide personal contacts, professional connections, leisure, education, etcetera.

The functioning of Internet communication in the modern information society is insufficiently studied because of its multifaceted nature. It is often a central issue for scientific discussion and research in various spheres, which differently define the impact of the virtual world on the formation of a social opinion and cultural life of people. Thus, we can state that Internet communication issues cannot be generally exhausted, especially when it goes to the kinds, types, and characteristics of Internet technologies. However, the direction of the announced issue points to its correct understanding and achievement of the grounded results.

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