DOI: http://dx.doi.org/10.34069/AI/2020.27.03.23

Information society: the interaction of tradition and innovation in communicative processes

Інформаційне суспільство: взаємодія традиційного й інноваційного в комунікативних процесах

Received: January 5, 2020 Accepted: February 20, 2020

Written by:
Bytiak Yuriy P.[67]
ORCID ID: 0000-0001-6332-0720
Danilyan Oleg G.[68]
ORCID ID: 0000-0001-5308-4664
Dzeban Alexander P.[69]
ORCID ID: 0000-0002-2075-7508
Kalinovsky Yury Y.[70]
ORCID ID: 0000-0002-0081-8107
Chalapko Volodymyr V.[71]
ORCID ID: 0000-0001-9833-9851

Abstract

Scientific novelty of work is in revealing the key aspects of understanding the nature and characteristics of contemporary processes of communication at various levels of socially organized matter, in identifying their most significant features in conditions of the actual information society. The article expresses the view that in modern society, reality is manifested in the form of "normal accidens", and in this context some of the most illustrative trends of modern social development, that are manifested in various aspects of human activity are highlighted that are the "normal accidents". It is substantiated that modern network communications are characterized by non-linearity, absence of a core and hierarchy, which affects the dynamics of society. Conclusions. New forms of communication are multidirectional and ambiguous: on the one hand, they are a continuation and a new measurement of the traditionally established forms of public communication and, on the other hand, they are socio-cultural innovations capable of a new influence on the quality of life of an individual,

Анотація

Наукова новизна роботи полягає у розкритті ключових аспектів розуміння сутності й особливостей сучасних процесів комунікацій на різних рівнях соціально організованої матерії, у визначенні найбільш суттєвих їх особливостей в умовах власне інформаційного суспільства. У статті висловлюється думка, що у сучасному суспільстві проявляються реалії у вигляді «нормальних аварій», у контексті чого виділено декілька найбільш ілюстративних тенденцій сучасного соціального розвитку, що проявилися у різних аспектах людської діяльності і є «нормальними аваріями». Обґрунтовується, що сучасні мережеві комунікації відрізняються нелінійністю, відсутністю центру та ієрархії, що впливає на динаміку суспільства. Висновки. Нові форми комунікації є багатоплановими й неоднозначними: з одного боку, є продовженням і новим виміром традиційно сформованих форм суспільної комунікації, а з іншого – є соціокультурними новаціями, здатними по-новому впливати на якість життя індивіда, функціональність і динаміку

[67] Doctor of Legal Sciences, Professor, Vice-Rector of Yaroslav Mudryi National Law University
[68] Doctor of Philosophical Sciences, Professor, Head of the Department of Philosophy at Yaroslav Mudryi National Law University
[69] Doctor of Philosophical Sciences, Professor, Professor of the Department of Philosophy at Yaroslav Mudryi National Law University
[70] Doctor of Philosophical Sciences, Professor, Professor of the Department of Philosophy at Yaroslav Mudryi National Law University
[71] Graduate student of the Department of Philosophy of the National Technical University «Kharkiv Polytechnic Institute»

functionality and dynamics of society and its institutions development.

Key words: information society, communication, “normal accidents”, social dynamics, globalization, urbanization.

розвитку суспільства і його інститутів. Формується нова комунікаційна культура, в якій людина, маючи доступ до новітніх технологій, стає актором, що впливає не тільки на свою життєдіяльність, але й на подальший розвиток інститутів суспільства.

Ключові слова: інформаційне суспільство, комунікації, «нормальні аварії», соціальна динаміка, глобалізація, урбанізація.

Introduction

Modern society is characterized with profound socio-cultural transformations and changes that have led humanity to realization oneself as a mere global universal civilization that includes such common elements as local, regional and other. Globalization processes are under discussion in the context of the concept of collision and struggle of civilizations, as well as the emergence of a global terrestrial civilization. The problem of development of the information society, the dynamics of which is characterized by a brightly expressed ambiguity, adds to this problem.

With the emergence of a new type of society, its structure and the structure of social ties have undergone major changes. This is due to new ways of social interaction, based on the emergence and introduction of new information technologies, through which it became possible to create a single global communication network. This leads to the fact that the structure of information channels is greatly changing; the communicative space of an individual becomes more saturated. Virtual reality, built with the help of computer technologies and the global Internet communication network, adds a new dimension to social relationships. The processes of production, consumption, education, etc. are being transferred to the virtual realm. Due to the remoteness, impersonality or anonymity of communication processes in the virtual environment, the perception of not only the structure of the communication process, but also the characteristics of the subjects of communication are changing.

The article attempts to analyze modern communication processes in terms of their determination by traditional and innovative phenomena. Such authors’ position made it possible to conceptually synthesize different perspectives on the problem of communication in the context of the dynamics of the information society. Based on the above, the purpose of this article is to outline and investigate the most significant indicators of the dynamics of the information society development, as well as justify the ambiguity of modern communication processes.

Both philosophical (reflexive, axiological, anthropological) and general scientific (analysis, synthesis, comparative method) methods and approaches were used to study the communicative processes in the context of dynamics of the information society development. The general philosophical dialectical approach, as well as the principle of complementarity of methods of scientific research, became system-creating.

One of the key results obtained during the research is the substantiation of the existence of a new communication matrix in the information society, which, while preserving traditional types of sociality and combining them with network innovations, creates a characteristic lifestyle, forms a special type of personality that can significantly and ambiguously influence the dynamics of society.

Methodology

The methodology of the study of the communicative processes in the context of the dynamics of development of the information society implies the consistent application of general scientific, philosophical and special methods and approaches. This sequence made it possible to achieve the above purpose.

At the first stage, a comparative analysis of the most revealing scientific publications concerning various aspects of the dynamics of the information society, communicative practices in the modern socio-cultural conditions, etc. was carried out. Particular attention was paid to highlighting traditions and innovations as determinants of social dynamics.

In the second stage, social relations as the channels of social communication were directly investigated. The application of the systematic approach allowed to investigate the contradictions of such communications in the context of the concept of "normal accidents", under which the authors offered to understand new social vulnerabilities, potential catastrophes and accidents resulting from the growing interaction between humans and complex technical systems. Analytical-synthetic method, as well as the methods of comparison and analogy gave an opportunity to compare theoretical and methodological concepts of understanding the essence of development of the information society, as well as to identify the features of certain aspects of communication in this context. The functional approach, which allowed characterizing the peculiarities of manifestation of traditions and innovations in the activity of the main subjects of communication in the information society, became a logical complement to the previous approaches and methods.

At the final stage, the prognostic method was applied to substantiate the prospects of development of communicative processes in the information society. At this stage, the arguments were made in favor of the authors' hypothesis that new forms of communication should be considered as multidirectional and ambiguous: on the one hand, they are a continuation and a new dimension of traditionally formed patterns of social communication, and on the other hand, they are socio-cultural innovations that can in a new way affect the quality of life of an individual, the functionality and dynamics of the development of society and its institutions. In addition, the conclusions were made regarding the formation of a new communication culture, in which a person, having an access to the newest technologies and expressing ambiguous attitudes towards them, becomes an actor, influencing not only one's own life but also the further development of the institutions of society.

Literature review

The modern period of development of modern civilization is characterized by an increase in the number of local and global crises in various spheres of life that affect the functionality of the social system and its elements. The level of uncertainty increases, all aspects of an individual's life and functioning of society are becoming complicated. At the same time, communication between the elements of social systems is becoming complicated, and metasystems with increased interdependence are being formed. These tendencies have been reflected in contemporary philosophical and sociological theories related to the complexity of social systems, the emergence of the network structure of modern society and its increasing riskiness on a global scale [Urri, 2013; Castells, 2010; Perrow, 2011], including the authors' [Danilyan, Dzeban, Kalinovsky & vol., 2018, 2020].

In addition, in modern publications, there are quite interesting individual points of view on the problem of dynamics of development of modern society. For example, K. Akvazba, V. Bogdanova, N. Uzlova, I. Patrusheva, examining certain aspects of development of modern society through the prism of social contradictions, investigate the phenomena of information inequality, information war, information deprivation. [Akvazba, Bogdanova, Uzlova, Patrusheva, 2019]. Other authors in the studying the information society focus on the areas of its governance: e-government, the role of electronic communications in the functioning of e-government, as well as the opportunities of information and telecommunications technologies and values of the open civil society [Kirillova, Kamolov, Zulfugarzade & vol., 2019].

N. Kushakova-Kostytska believes that the dynamics of the information society in a particular country is directly influenced by legal factors, especially in the context of the development of communications between the state, social groups and an individual [Kushakova-Kostytska, 2019]. The view is supported by E. Parkhomenko, O. Kuzemina, N. Pashkova, T. Khannanova, E. Bashirina (2019), who analyzed in this context the factors influencing the dynamics of information society development: social instability caused by the consequences of globalization, lag in legal regulation of risks, the formal nature of the differences in the legal and illegal behavior of social subjects [E. Parkhomenko, E. Kuzemina, N. Pashkova, T. Khannanova, E. Bashirina, 2019].

E. Korableva makes an attempt to adjust the boundaries of freedom and self-realization of an individual in the information space in accordance with the change of the vector of information and technical characteristics of the social development of the information society [Korableva, 2015]. A similar aspect of the problem of communication dynamics of the information society is explored by N. Olinder, V.

Romanova, I. Tovisheva, S. Yunoshev, E. Gambarova, focusing on the relation of freedom of a person and the possibility of collecting information about the person [N. Olinder, V. Romanova, I. Tovysheva, S. Yunoshev, E. Gambarova, 2019].

A. Veiga and N. Martins point out that the leaders of different communities can influence the culture of citizens by using different approaches to create a comfortable environment for the positive dynamics of the information society development. Success in this direction depends on the authority of the leader, the effective practice of management [Veiga, Martins, 2017].
G. Chiriac points to the connection between technology and axiology in the modern culture of the information society, the formation of an ideal that abolishes the moral neutrality of science and technology and thereby corrects the vector of social development of the information society [Chiriac, 2013].

According to N. Safa and K. Maple, information (computer) literacy is the key element of effective social development. In their belief, a high level of knowledge in the field of information and communication enables all subjects of society to become more aware and uphold the value aspects of personal and social life [Safa, Maple, 2016].

The analysis of the considered positions demonstrates the lack of a unified approach to understanding the essence and, most importantly, the directions of ensuring normal progressive development of society in conditions of its total informatization and networking.

Results

The rapidly evolving information and communication systems are helping to create the global information space as a condition for the circulation of information. The communication space of the information society is full of myths, symbols, ideologemas that regulate and normalize mass consciousness in previous eras. The rapid spread of information affects the specificity of communication, value-based foundations. These new forms of communication create a new socio-cultural environment. Information is a unique tool that promotes the functioning and development of culture. It provides the collection, storage, processing and spread of information that reproduce cultural phenomena. The modern civilization is called the information civilization by most of the researchers. This is due to the mediation of the cultural space, when new technologies are applied to all spheres of life. New means of information have become not only the transfer mechanisms but also a means of production of modern culture, formation of value structures of personality [Danilyan, Dzeban, 2018].

Therefore, modern society is undergoing major structural and functional changes, as evidenced by the systemic crises of global importance, protest movements and staged in network communications conflicts, the spread of ideological currents of radical and extremist direction. Instability is increasing, and vulnerabilities are compounding and increasing in number, affecting the functionality of both traditional and modern network communications. There are clashes of traditional forms of sociality and new realities that are radically different from them, including virtual reality. The vulnerabilities of industrial modernity (in particular, the underdevelopment of technology, the dehumanization of the culture of capitalist relations) and the vulnerabilities of reflexive modernity enter into complex interactions, also affecting the nature of sociocultural communication.

Generally social connections are channels of social communication, and the very process of communicating values, symbols, norms, that is, the movement of information, is a necessary component of the regulation of social relations. Relations between a man and the state, people and social institutions, a man in different spheres of society, interpersonal interactions are embodied in different forms of social communication [Afenchenko, 2009].

Nonlinear, complex dynamics of the development of modern society leads to the fact that linear prognostic methods lose their meaning and functional significance. Reality emerges in the form of “normal accidents”, under which Ch. Perrow understands new social vulnerabilities, potential failures and accidents that result from the growing interaction between humans and complex technical systems, with “serious failures are inevitable even with the best management no matter how safety measures are put in a place” [Perrow, 2011]. They increase the vulnerability of not only an individual but also the society as a whole and its subsystems. However, it is unknown if a catastrophe occurs: “normal accidents” can manifest themselves in the form of “sudden events” (J. Derrida), but can be only a potentially dangerous situation. According to Perrow, the emergence of new vulnerabilities of this kind in the modern world is increasingly

related to three major factors: concentration of energy, concentration of humans in risky locations and concentration of power in vital organizations. While "normal accidents" are an inevitable potential indirect dysfunction of complex systems, they are also the result of humans' communication activities, in particular, regarding traditional inequalities in the distribution of goods, wealth and power [Perrow, 2011].

However, this is the first and foremost a systemic phenomenon, that is why the natural vulnerability of a complex society cannot be completely eliminated, but it can be minimized to some extent by certain measures. Such measures should be oriented towards taking the ones that are adequate to the new social challenges and oriented towards understanding the properties of a modern open network society and its communicative multi-vector methods of management. In turn, such measures should focus on the quality of solving traditional tasks and the dispersion of concentrations of power and potentially hazardous energies, as well as the cooperation of elements and actors of security systems, including ordinary citizens. That is why the analysis of vulnerabilities in the modern society is extremely relevant today, in which communication and information are important factors of social dynamics: the results of such analysis can contribute to the development of real measures that lead to the elimination of potentially hazardous conditions for humanity existance.

The analysis of the literature makes it possible to identify some of the most illustrative tendencies of social development, which have manifested themselves in different aspects of human activity and are "normal accidents". The global financial and economic crisis of 2008-2009 is a prime example of the emergence of "normal accidents", which are inevitable in the context of human interaction with complex systems. Manuel Castells, the author of Theory of Network Information Society, calls the global crisis an extremely symptomatic phenomenon, which testifies to significant transformations in the structure of society, the beginning of the movement of social "tectonic plates", dysfunctionalities in the processes of communication [Castells, 2010].

The causes of the crisis are rooted, according to M. Castells, in the technical updating of financial systems instruments, which has caused complications, accelerations and increases in risky financial transactions: new financial products and instruments (derivatives, futures, options, secularized insurance) have emerged, which have eliminated tranparancy of global financial markets and actually completely virtualized them. This, in conjunction with the national policy of deregulation and liberalization of economies, has caused the uncontrolled movement of capital flows in the world. Poor control over the trading of securities and the financial sector has led to the emergence of an increasing number of brokers practicing risky lending for maximum personal income [Castells, 2010]. In turn, global automation of financial processes has put its own logic of functioning completely above the needs of society [Castells, 2010], which has led to the fact that different actors began to exist in different realities without crossing the goals, in principle complicating the opportunity and subjective need for communication between them. As a result, the communication between the participants of financial and economic processes representing the dominant groups of the market, including state institutions and controlling bodies, at all levels has become much more complicated, interactions between the actors have become vulnerable. There is an inconsistency between the actors in the global financial system, the communication between them has become dysfunctional, dictated by selfish interests and the priority of getting their own benefits.

The lack of confidence of the actors in the financial and economic system towards each other [Mason, 2012] has become a natural vulnerability of such practices; the true motives of certain actors have become veiled. The subsequent large-scale securitization of all organizations, business transactions and assets, in turn, has transformed financial valuation into a key indicator of the efficiency of enterprises, governments and even economies of countries, leading to contingency - a number of not the best decisions taken apart from many factors, in particular, ignoring networking of society. The situation was worsened by the pursuit of pragmatism, the desire for a steady increase in profits, as well as the risky purchasing of a much larger number of goods and services than the households could afford. The latter, in particular, is often possible through the staging with the use of code-signifying (including advertising) by credit promotions that is usually promoted through network communications.

Thus, communications in the field of consumer behavior acquire the qualities of "normal accidents", and they prove themselves difficult enough. Individuals seek to use their personal

resources as efficiently as possible, and as a result, there is a tendency for a qualitative change in the role of the consumer from passive to active, the one who is able to make decisions, who commens, advises, recommends, proposes one's own options. The wish to catch up more in a short period of time has led to intensification of communications, in particular networking, but the connections between consumers in this context serve to meet the staged needs. The increase in the number of mortgages, the increase in lending for large sums of money [Castells, 2010], which occurred at the same time, the dominance of microcredits became the basis of life, the norm without assessing the increase in vulnerability. Such practices give rise, in turn, to "normal accsidnts", in particular, in the form of a financial and economic crisis, and lead to, in such a context, the transformation of communications into an element of irrational spectacle [Debor, 2000].

"Normal accidents" potentially occurred around the world and in the system of labour and employment. In the context of the development of technically new means of communication, a distinctive matrix of labour emerges, creating entirely new social phenomena and self-emergent practices based on remote communication. Such tendencies develop precisely in connection with the expansion of networks, which, as M. Castells notes, are fundamentally important for understanding the nature of social communications in the 21st century. The scientist considers the transformation of the structure and format of labor and labor relations, as well as employment worldwide, as an important signal of dramatic changes in modern society [Castells, 2010]. The measures taken to develop the production and financial and economic sectors have proved to be multi-vector, extremely influential on communication between people, and their labour and personal relationships, as those that have created a big number of vulnerabilities.

Changes in communications in the modern society are quite dramatic, and they have a significant impact on the transformation of the sphere of labour [Castells, 2010]. The global economic crisis has greatly exacerbated the problems connected with regulating employment and has shown that during the reform period no effective reform mechanisms were created to ensure it. The inevitable consequences of this crisis were: a decrease in the effective demand of the population, which led to a decrease in demand for goods and services, a significant reduction in the production of goods and services, mass dismissal of staff at enterprises and, as a consequence, increased unemployment and increased tensions in regional labor markets. Crisis phenomena have caused deep social crisis. The consequences of this crisis affect all the processes that take place in public life and directly relate to employment [Diakiv, 2014].

Massive technical innovations are being introduced into organizations, production automation with the use of information technologies of control and management is taking place. In this regard, the efficiency of production is enhanced thanks to the automation of operations that previously required hard physical and time costs. In addition, the desire for automation stimulates the development of high-tech industries and the demand for knowledge-based staff.

At the same time, it is necessary to see emerging vulnerabilities of the social sphere - many professions disappear, forcing able-bodied individuals to seek and undergo professional retraining [Castells, 2010]. Typical employees of the industrial modern professions are forced to change their specialty or significantly transform their work with the use of new technologies. The introduction of high technology in the organization as a whole did not lead to job cuts, although many professions really disappeared: in the XXI century such specialists of manual, non-automated work as weavers, candlestickers, furriers, glassblowers, secretaries-typists, parts-assemblers of factories, draftsmen and many others became finally in no demand. Moreover, in many areas, more and more often people are being replaced by their projections - for example, in many airports in European cities, we will see matching automatic machines or projections for assistants-robots, instead of a real staff member or cashier issuing boarding passes. In such circumstances, communications become hybrid, robotic, they place the users within the limits of computer-specified algorithms, and may give rise to new vulnerabilities. Those individuals who have not mastered the new technologies find themselves helpless when attempting to obtain automated services, requiring appropriate training measures and anticipating an adaptation period.

The current demographic situation can also be considered as an example of a "normal accident", which affects the vulnerability of communications and demonstrates the ambivalence of the dynamics of the development of modern society.

The young people of today have a number of specific characteristics. Let us dwell on those of them that have an ambiguous influence on the nature of communications in today's society and are capable of forcing the emergence of a series of new "normal accidents". On the one hand, rising birth rates in developing countries create new opportunities for socio-economic development. In some of these countries, there are demographic outbreaks related to the modernization spurt in the national economy and rising living standards. This could mean the following: in 20 years it will be possible to see in these regions the activities of young people, which creates the potential for economic, social and cultural development.

On the other hand, there are some different effects. The volatility of the labor market, the spread of flexible working hours, the possibility of remote (freelance) earnings, the rapid adaptation to changing conditions, and the fewer obligations all develop, and lead to the fact that young people have relatively more free time. For the same reasons, as well as being the most technically skilled population and representing the most active users of mobile communications devices, young people are extremely mobile. In addition, it is generally the least conservative stratum of the population in different countries. But at the same time, modern society has witnessed an ideological "return to roos" of young immigrants in Western countries, that is, a manifestation of traditionalist conservatism in the form of Islamic extremism. In this regard, it should be noted that one in seven migrants in the world is under the age of 20 [Kilkist mihrantiv u sviti perevyshchyla 270 milioniv. URL: [https://www.ukrinform.ua/rubric-world/2782330-kilkist-migrantiv-u-sviti-perevisila-270-miljoniv.html]. In general, young people around the world are most often displaying radicalism. In addition, the younger generation is prone to ostentatious irrational, spontaneous, reckless actions to confirm their own significance. The fact that their representatives are not critical enough and self-critical and are often the target of criminal acts increases the vulnerability of young people. Finally, the favorable socio-economic conditions of the period that came to their childhood, as well as the largely staged dictum of consumerism (consumption that goes beyond the needs of human existence), lead to the fact that young people are more demanding of the material conditions of their own lives and focused on fast the satisfaction of their desires [Ukrainske pokolinnia Z: tsinnosti ta oriientyry. Rezultati zahalnonatsionalnoho opytuvannia. URL: http://neweurope.org.ua/wp-content/uploads/2017/11/Ukr_Generation_eng_inet-2.pdf]. All these traits contribute to the growing number of communication vulnerabilities of young people, who themselves, by virtue of age and contextual characteristics, also act as their sources.

Urbanization also has an ambiguous influence on the establishment, support and development of social relations, facilitating the development of network communications. The last decade has been the most powerful wave of urbanization in human history. M. Castells states that if such trends continue, 2/3 of the world's population will become urban by 2030, and 3/4 by mid-century [Castells, 2010]. Communication technologies have led to a greater concentration of people in a limited number of places on Earth, from where one can interact with the rest of the planet through telecommunications computer networks and high-speed data transmission systems. This trend is spreading: successful young people prefer a better life in the city center than in the suburbs, because it is here where is the concentration of "bars, leisure clubs, restaurants and night clubs" [Urri, 2013]; the main business centers are centered in the center – in such a way that the place of work becomes territorially closer, which is really more convenient, faster, easier, gives more opportunities for developing and establishing contacts, finding a balance between work and leisure, personal development.

In modern society, urbanization includes not only cities but also "metropolitan regions", as M. Castells says, drawing attention to the resource factor as a key factor in the development of this trend. According to the scientist, a new spatial architecture is being created from the global networks connecting metropolitan regions with other regions of the world. The direct link between technological change in society and the evolution of its spatial forms is being affirmed, in particular, such its form as the "region-metropolia". Such a region is the result of two interconnected processes: the decentralization of large cities towards the oblast and the integration of previously existing center cities, which are integrated through the emergence of communication capabilities. It is a new spatial form, since this spatial form at the same time accommodates both urban and rural areas, open spaces and densely populated areas, and a number of cities in intermittent rural areas. Such regions have several centers and do not conform to the traditional logic of delimiting central cities

and their suburbs. Each of these centers performs its own function.

In the XXI century the metropolitan region is becoming a universal urban form. The spatial structure has become polycentric and at the same time hierarchical as each of the districts has its own function. This form became possible thanks to network interaction – the network interaction of the local and the global is becoming a key spatial feature of a society of network structures [Castells, 2010]. In turn, the processes of urbanization and expansion of metropolitan cities help to increase and accelerate the information flows and, on the one hand, the number of contacts and acts of communication, creating information 'hubs' in large cities. But besides technically conditioned convenience and physical proximity to material, financial, cultural, human and information flows, they manifest themselves ambiguously.

Thus, urban life contributes to the intensification of the number of communications and social contacts, but the nature of social ties is becoming complicated. In spite of the technical improvement of the means of communication as well as the increase of the availability of information and the speed of its exchange, these processes do not necessarily contribute to the development of the social community, but may also be a factor in the weakening of stable relations. In such circumstances, network communications can be as a source of situation improvement, a factor in the adaptation of communication to urbanization, and carry latent risks as well.

Globalization, which is actually taking on a form of globalization, increasingly ambiguously reveals itself about communications. The changing conditions of the modern world force researchers to consider globalization processes from a new perspective: in particular, there is a shift in focus from economic determinism to social and cultural factors; phenomena are viewed from the humanistic point of view, which is dictated by modern trends. Z. Bauman divides globalization processes into negative and positive manifestations (in particular, related to law and politics) [Bauman, 2004].

The technically determined theory of "global village" by M. McLuhan concedes to the concepts of "glo-cal village", which more accurately reflects the complex nature of the development of modern society with the emergence of enclave spaces [Wellman, 2004], glo-calization [Featherstone, 1995], glo-local-enclavization [Kravchenko, 2011], the emergence of "third spaces" due to the depreciation of local cultures [Bek, 2001] – the new ones, including hybrid forms of social reality. These concepts, above all, emphasize the riskiness of these phenomena and features of societies development. Thus, in parallel to the process of a planetary scale, which arose in business, finance, trade and information flows, there is also a process of "localization", the fixation of space. Together, the two closely interconnected processes of globalization and localization lead to a sharp differentiation of the living conditions of the population of entire countries, regions and different segments of this population.

The Internet contributes to the development of not only the global community but also direct communication groups, including ethnic groups. They are present in virtual communication space outside national borders, but privately, and closed to other groups. At the same time, being the models of communities that communicate in a relatively coherent manner, they are united by sufficiently strong ties and relationships, and care for their micro-cultural heritage of the members of society.

The information society is characterized by the transition to the information stage, which is based on an innovative model of development. Such a model is based on the traditionally formed patterns of public communication and at the same time focuses on fundamentally new forms and methods of communication that dramatically change the vectors of dynamics and functionality of the development of society and its subjects. In the information society, on the basis of traditions, the formation of a new communication culture is taking place, in which the subjects are given real opportunities to significantly influence the functioning and development of the institutions of society. The characteristic of the information society is the mediation and technologicalisation of the cultural space, which is the means for production of modern culture, the formation of value structures of an individual. The basis and main factor in the formation and dissemination of new communication practices is the Internet, which due to non-linearity, branching and decentralization contributes to the formation of a special type of personality focused on networking one's own communications.

Conclusions

As it follows from the above, new forms of communication are multifaceted and ambiguous:

on the one hand, they are a continuation and a new dimension of traditionally formed patterns of social communication, and on the other hand, they are sociocultural innovations that can in a new way affect the quality of life of an individual, functionality and dynamics of the development of society and its institutions. A new communication culture is being formed in which a person, having an access to the newest technologies, becomes an actor, influencing not only one's own life but also the further development of the institutions of society.

The new communication matrix is based on the logic of complex systems: network communications are distinguished by nonlinearity, lack of center and hierarchy. Thus, in today's society, the Internet is gradually becoming a space for the spread of new communication practices that form cultural patterns of interaction that are adequate to them. These ideological and behavioral settings, perceived thanks to the experience of network communications, create a characteristic lifestyle, form a special type of personality that can influence the dynamics of society. At the same time, traditional types of sociality are preserved and not all individuals feel the need and are ready to networking of their communications.

References

Afenchenko, H.V. (2009). Sotsiolohichni aspekty vyvchennia komunikatsii sotsiokulturnoi diialnosti. *Visnyk Kharkivskoi derzhavnoi akademii kultury – Bulletin of Kharkiv State Academy of Culture, Vol. 27, 97-104.*

Akvazba, E. O. Bogdanova, V. P. Uzlova, N. V. Patrusheva, I. V. (2019). Problems and prospects of the Russian information society. *Amazonia investiga, Vol. 8, Issue 20, P. 310-322.*

Bauman, Z. (2004). Globalizatsiya. Posledstviya dlya cheloveka i obschestva. Moskva: Izdatelstvo «Ves Mir».

Bek, U. (2001). Chto takoe globalizatsiya? Oshibki globalizma – otvetyi na globalizatsiyu. A. Filippov (Ed.). Moskva: Progress-Traditsiya.

Castells, M. (2010). The Information Age: Economy, Society and Culture. Vol. I: The Rise of the Network Society. Second edition. Oxford: Wiley-Blackwell.

Chiriac, H. C. (2013). Scientific and Religious Imaginary in the Knowledge Society. *European Journal of Science and Theology, Vol. 9 (1), 111-122.*

Danilyan, O. H., Dzoban, O. P. (2018). Informatsiino-komunikatyvna pryroda suspilstva: evoliutsiia tochok zoru na problemu. *Visnyk Natsionalnoho universytetu «Iurydychna akademiia Ukrainy imeni Yaroslava Mudroho». Seriia: Filosofiia – Bulletin of the National University "Yaroslav the Wise Law Academy of Ukraine". Series: Philosophy, Vol. 3 (38), 8-20.*

Danilyan, O.G., Dzeban, A.P., Kalinovsky, Y.Y., Kalnytskyi, E.A., Zhdanenko, S.B. (2018). Personal information rights and freedoms within the modern society. *Informatologia, Vol. 51 (1-2), 24-33.*

Danilyan, O., Dzeban, A., Kalinovsky, Y., Hetman, Y. (2020). Information security in modern society: Sociocultural aspects. *Amazonia Investiga, Vol. 9, Issue 25:6-14, 6-14.*

Debor, G. (2000). Obschestvo spektaklya. Moskva: Logos.

Diakiv, O.P. (2014). Suchasni osoblyvosti transformatsii form zainiatosti v rehioni ta perspektyvy yikh rozvytku. *Sotsialno-trudovi vidnosyny: teoriia ta praktyka – Social-labor relations: theory and practice, Vol. 1, 252-259.*

Featherstone, M., Lash, S., Robertson, R. (1995). Glocalisation: Time-Space and Homogeneity-Heterogeneity. *Global Modernities, 25-44.*

Kilkist mihrantiv u sviti perevyshchyla 270 milioniv. URL: https://www.ukrinform.ua/rubric-world/2782330-kilkist-migrantiv-u-sviti-perevisila-270-miljoniv.html.

Kirillova, E., Kamolov, S., Zulfugarzade, T., & Fedulov, G. (2019). E-Government: The role of legally significant messages on the internet. *Amazonia Investiga, Vol. 8 (20), 616-625.*

Korableva, E. (2015). Freedom of the information space. Is it a reality or illusion? *Anthropological Measurements of Philosophical Research, Vol. 7, 124-129.*

Kravchenko, S.A. Dinamika sovremennyih sotsialnyih realiy: innovatsionnyie podhodyi. URL: http://ecsocman.hse.ru/data/2011/02/22/1214890354/Kravchenko.pdf.

Kushakova-Kostytska, N. V. (2019). Filosofsko-pravovi zasady rozvytku informatsiinoho suspilstva v Ukraini. Kyiv: Lohos.

Mason, P. (2012). Interview with Manuel Castells for BBC Radio 4's Analysis. Viewpoint: Manuel Castells on the Rise of Alternative Economic Cultures. URL: http://www.bbc.com/news/business-20027044

Olinder, N. V., Romanova, V. V., Tovysheva, I. Z., Yunoshev, S. V., Gambarova, E. A. (2019). Special aspects of digital information acquisition on the internet used in criminal investigations and personal data analysis. *Amazonia investiga, Vol. 8, Issue 19, 492-499.*

Parkhomenko, E. V., Kuzemina, E. F., Pashkova, N. V., Khannanova, T. R. Bashirina, E. N. (2019). Political and socio-economic factors of

weakening the idea of the rule of law in a risk society. *Amazonia investiga, Vol. 8, Issue 22, 324-330*.

Perrow, Ch. (2011). Normal Accidents: Living with High-Risk Technologies. Princeton: University Press.

Safa, N., Maple, C. (2016). Human errors in the information security realm − and how to fix them. *Computer fraud and security, Vol. 9, 17-20*.

Ukrainske pokolinnia Z: tsinnosti ta oriientyry. Rezultaty zahalnonatsionalnoho opytuvannia. URL: http://neweurope.org.ua/wp-content/uploads/2017/11/Ukr_Generation_ukr_inet-2.pdf.

Urri, Dzh. (2013). Mobilnosti i blizosti. Sotsiologicheskie issledovaniya – Case studies, Vol. 2, 3-14.

Veiga, A., Martins, N. (2017). Defining and identifying dominant information security cultures and subcultures. *Computers & Security, Vol. 70. 72-94*.

Wellman, B. (2004). The Glocal Village: Internet and Community. *The Arts and Science Review. University of Toronto, Vol. 1, Issue 1, 26-29*.