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THE INFORMATION AND COMMUNICATION TECHNOLOGIES AS THE GLOBAL FACTORS OF INFLUENCE ON CONSUMER BEHAVIOR

У статті здійснено теоретичний аналіз провідних тенденцій глобального впливу інформаційно-комунікативних технологій на споживчу поведінку. Доведено, що головним соціальним наслідком такого впливу є глобальне поширення консьюмеризму як стилю життя та специфічного джерела соціальних конфліктів та соціальної напруженості.

Ключові слова: *інформаційні та комунікативні технології, глобалізація, споживча поведінка, консьюмеризм, реклама, соціальний конфлікт, соціальна напруженість.*

В статье осуществлен теоретический анализ основных тенденций глобального влияния информационно-коммуникативных технологий на потребительское поведение. Доказано, что главным социальным следствием такого влияния является глобальное распространение консьюмеризма как стиля жизни и специфического источника социальных конфликтов и социальной напряженности.

Ключевые слова: *информационные и коммуникативные технологии, глобализация, потребительское поведение, консьюмеризм, реклама, социальный конфликт, социальная напряженность.*

The article presents the theoretical sociological analysis of the global factors of influence by the information and communication technologies on consumer behavior. Devoted that the main social consequences of such technological influence is the global spreading of the consumerism phenomena which is the specific way of life and the source of social conflicts and social tensions. The information and communication technologies are analyzed by the author as the attributive factors of social reproduction of consumerism. The technological globalization of advertising and the national media-markets increase manipulative influence on consumer behavior. As a transnational communicative technology,

advertising really is the factor of increasing social tensions which are the result of the artificially imposed need for people to change their consumer preferences.

Keywords: *information and communication technologies globalization, consumer behavior, consumerism, advertising, social conflict, social tension.*

Introduction. The theoretical and practical need to research the tendencies of the current social transformations is the most important factor which stimulates elaboration the qualitatively new scientific basis for explaining the process of historical evolution of consumer behavior in the contemporary societies which are integrated in the complex processes of economic, political and cultural globalization. It is well-known that research affords of social scientists are concentrated to the question of creative role of the information and communication technologies in the contemporary societies. These technologies through introduction different forms of electronic communication systems in some way causes profound changes in traditional models of the consumer behavior, forming new patterns of consumption.

The new information economy caused by the processes of globalization, based on the innovative structure of production produces substantial changes in the people's world-view, dominant values and the culture of consumption. Information and communication strategies significantly transform the character of social relations in various spheres of the social and public life, including also the sphere of consumption. Therefore it is important to keep in mind that the latest interpretations of the ontological specifics of the sphere of consumption reflect the research orientations by scientists who try to understanding the integrative potential of this sphere and its role in the organization of social order. It should be noted that the active introduction into the scientific discourse such concepts as "consumer society", "consumerism", "over-consumption" in general sense indicated to the contradictory and conflictual nature of modern practices of consumption.

At the beginning of the XXI-th century advertising and another information technologies became an important functional component of the modern mass communication. Globalization of advertising practices increases the direct and hidden institutional influence of advertising in various aspects of individual and collective life. Obviously, the global internationalization of advertising, its progressive and its direct involvement in innovative information technologies form specific cognitive stimulus to revise established traditional views on advertising and information activities.

Taking into account the noted circumstances, **the purpose** of this scientific article is to provide and to present the theoretical sociological analysis of the global factors of influence caused by the information and communication technologies on consumer behavior. In particular, the author tries to prove that increasing advertising activity in the contemporary advanced societies is an effective tool for radical transformation of the traditional models of consumer behavior, forming such controversial social phenomenon as consumerism which in the contemporary class-polarized societies is the specific source of social conflicts and social tensions.

Presentation of the main material. It is known that the basic conceptual ideas which reflected the sense of the radical global development of modern human civilization were proposed by some famous scholars who try to elaborate the new relevant concepts: "post-industrial society" (D. Bell, W. Rostow, A. Touraine, R. Aron), "new industrial society" (J. Galbraith), "information society" (M. Castells). "post-modern society" (J. Baudrillard, Z. Bauman). The sociological theory of post-industrial society was developed by American philosopher and sociologist A. Toffler, who proposed the idea of the "third wave" global technological transformations. This scholar tried to identify the new essential characteristics of the third wave societies which had been noted as: enormous information diversity, perception of information as an object of consumption, short-term prosperity, acceleration of consumption of products, constant change of preferences and the need for novelty, increase of innovation in production and consumption [1].

In the globalized information society, under the influence of information technologies, life standards and the sphere of consumption are radically changing. There are changes in the quality of human life, which have both positive and negative social consequences. According to many sociologists, consumption in the new information society becomes a dominant organizational factor of social order.

Undoubtedly, the positive features of the Information Society are the involvement of a large number of people in information circulation, facilitating the exchange of information, and fulfilling the educational function. But it is important to pay attention to the fact that the information type of society also has destructive tendencies for the individuals especially in the sphere of consumption. The person in the information society essentially becomes one of the software-hardware of the informational space, which affects his subconsciousness, the inner space of the individual, which gives wide opportunities for programmed manipulations. The real drama and the main risks of the development of such a "programmed society", as A. Touraine argues, is the radical change in the social role of information, which ceases to be the organizational basis for the exchange processes and takes on the nature of the advertisement. According to his opinion, the greatest risks of the social system arise in the sphere of consumption. The spontaneous process of consumption leads to a reduction in the integrative potential of interactions and communications between people. Such "programmed society", as A. Touraine believes, constitutes the radical change in the social role of information. "Information is not defined as an exchange, and is mainly defined as emissions - it is possible to say: advertising or propaganda, if these words do not have a disreputable meaning" [2, c. 136].

J. Habermas also argues that the contemporary informatization of social life determines the intensification of the manipulative properties of advertising. Advertising as the globalized communicative technology constitutes the new form of social inclusion as "involvement another" [3, c.200]. Thus, the contemporary advertising forms the quite new complex problems, which require the need to elaborate innovative strategic goals as the imperatives of human development in the 21-th century.

Functional strengthening of the global media market is also an effective factor in the latest transformation of the consumption process. It is reasonable to mention that some scholars (N. Bolz, F. Jamesson, M. Castells) try to prove that modern globalization of the media market leads to the deformation of information messages concerning the real consuming values of the proposed commodities and services. There is taking place a substitution of stereotyped ideas about the real physical market on its media image. According to N. Bolz, an important consequence of such substitution in the consumer society is the increased manipulation caused by the media and the Internet. "Individuals who involve themselves to the network today are under the influence of informational anarchy... And where is its reality itself that stands outside the media?" [4, p. 38].

It is obvious that mass media have become today the main carrier of advertising and are now a powerful leader in the ideology of consumer society. Lack of technology "advertising filter", does not provide an opportunity to protect society from excessive flow of information, caused by the direct and the latent forms of advertising practices. F. Dzhefkins in his book "Advertising" points to the fact that the legal and ethical aspects of advertising are ignored, which leads to the unjustified spread of hidden advertising. He argues that in the context of an advertisement, any advertising information itself is a weapon of social influence, but this information, which is actively distributed through the media, can not be the subject of a social accusation. "[5, p.366].

The formation of the electronic environment has opened new opportunities for all spheres, including consumer human activities. The intensive growth of social networks and multimedia sites has had a significant impact on consumer behavior. If at the initial stage they used mainly young people, then in modern conditions without them it is difficult to do the mass consumer. Social networks turn into a global phenomenon that has crossed national and regional boundaries.

Information and communication technologies accelerate information flows, promote the emergence of virtual social networks, which changes the way information is transmitted and expands the scope of the new electronic communications system. "Advertising goes to the Internet, there are new information and technological opportunities for lobbying things related to their statuses and identities. And manufacturers use it, trying to turn virtual hyperreality into advertising hyperreality. Informatization contributes to the strengthening of the phenomenon of "information superficial consumption" or "sliding cosmicism". As with a large array of data and a pseudosceptical person, the more information and pseudo-information he consumes, the harder it is to understand the essence and meaningful wealth of each individual information element. " [6, c. 226-227].

It is due to the intensive dissemination of information advertising messages that the globalization of the Internet itself. "Advertising becomes a part of the social information space, it effectively contributes to the formation of certain standards of thinking and social behavior of different segments of the population as well as of an individual. Moreover, this is typical of most countries, but in the context of growing globalization and for the whole world "[7, p.21].

It is also reasonable to agree with the conceptual point of view by D. Salas: "Most people identify happiness with the possession of property, turning it into a

synonym for pleasure. Undoubtedly, the world is obsessed with consumerism, and people get pleasure from the very act of buying things, thinking that it brings them happiness. The supreme achievement of the consumer market is the creation of an international community of the same consumers, deprived of the will and the ability to think, who, like addicts in need of the next dose to continue the illusion of happiness, are ready to pervert and adjust moral norms to achieve their goal. In Chile 90 percent of suicides are caused by depression, and 33.8 percent of the population have mental problems that require special treatment. Some believe that poverty is guilty of this, and for the most part this is true. However, it is necessary to distinguish between the lack of necessary means of subsistence and poverty as a syndrome of awakening ambitions in people who are tempted by the consumer market. Comparing this immense offer with own modest incomes (and they will always be insufficient if you try to satisfy all your consumer appetites), people inevitably feel hopelessly poor and insignificant, and as a result, depression arises"[8, c.21].

Modern scientific trends are aimed at understanding advertising in the broader context of its comprehension - namely, information and advertising activities that have a constructive and destructive impact on the processes of constructing certain life styles of individuals and social groups. And the current intensification of the process of globalization is an important ontological and, at the same time, cognitive stimulus that causes the need for scientific research of the causes of the global spread of information and advertising activities and the global expansion of various advertising practices.

In my previous publication [9] I presented existing scientific positions that had been oriented towards the investigations of the information phenomenon and of advertising activities as the specific sources of conflict interactions and social tensions. In this article, I paid attention on investigation of the phenomenon of the disfunctional influence of advertising activities in the information society.

Firstly, the growing influence of information and advertising activities can be explained by the conservative positions of many scholars and politicians who believe that the main ways of overcoming the current crisis of the national economy in Ukraine are connected with the policy of intense monetary stimulation of mass consumption. The social consequences of such strategies are highly controversial, as excessive money supply from global financial markets form consumer behavior of various social groups in the direction of universalization of the over-consumption model. Today, as a demonstrative expression of the values of happiness, life's success and hedonism, this model retains all the signs of "prestigious consumption", at the same time generating numerous social drama as a result of the spread of various forms of credit indebtedness and excessive consumption of advertised alcoholic beverages, tobacco, confectionery, cosmetic products, medicines, vitamins etc. Therefore have been adopted to the new economic imperatives of consumption, advertising activities in Ukraine become a source of social tensions.

Secondly, the advertising activities in some way increase the social tension in the system of social stratification. In this connection N. Lumann underlined that in the rural regions areas, where the social and economic stratification of the

population most clearly manifests, that advertising hurts people not only as a circumstance of material stratification but also produce different psychological trauma."Global advertising clearly demonstrates the stratification of society for the poor and wealthy, generates the opposite feelings in the TV audience and radio audiences of the city and village. On the one hand, envy for the prosperous and secured, and, on the other hand, respect for wealth, the desire to have the advertised product - are the main motivators for the production of various pseudo-needs. The planting of "cult of money" in the hidden advertising of prestigious goods on the television screen simultaneously polarizes the society, since the demonstration of the wealth of some and neglecting the poverty of others in the vast majority of cases gives rise to two feelings of pretentious hedonism and insults for existing social injustice. At the same time, the focus is on the fetishization of money, the confidence that "wealth and money" is most important in achieving success in life" [10, c. 152].

Thirdly, it is believed that one of the main functions of advertising in modern society is its ability to form a consumer ideology, which becomes a means of manipulating the mass consciousness of Ukrainian citizens - the ideology of conscientiousness. The cultural and ideological expansion of conscientiousness towards the modeling of excessive consumption is, according to L. Sklair, the main reason for the exacerbation of social conflicts, the deepening of inequalities, and ultimately the historical decay of the global capitalist system. The scholar argues that under the present conditions of the reproduction of "split civilization" it is now impossible to virtually overcome the existing limitations of a full-fledged resource supply of people in the mode of their excessive consumption [11, p. 323-324]. Obviously, the intense spread of consumption ideology in modern Ukrainian society (which, as is well known, the vast majority of the population maintains their livelihoods at the level of minimum consumer standards), really creates new forms of social inequality and social tension.

Conclusions: 1. The information society is characterized by the contemporary scholars as the new type of social system which is the historical result of the global industrial development of human civilization. 2. This social system has own specific determinants which constitute the basic resource foundations of social order. The fundamental social processes in the information society are closely connected with reproduction of the consumerism phenomena. Consumerism now is the new ideology of excessive consumption (over-consumption model). 3. The information and communication technologies are the attributive factors of social reproduction of consumerism. The technological globalization of advertising and the national media-markets increase manipulative influence on consumer behavior. As a transnational communicative technology, advertising really is the factor of increasing social tensions which are the result of the artificially imposed need for people to change their consumer preferences. 4. Information and advertising activities in the modern Ukrainian society, in which the majority of its population maintains their livelihoods at the level of minimum consumer standards, really create new forms of social inequality and the destructive conflicting forms of social tensions.

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ПАРАДИГМАЛЬНІСТЬ ІНТЕРПРЕТАЦІЇ ФЕНОМЕНУ ЕТНІЧНОСТІ

Етнічність як і раніше залишається предметом гострих дискусій зарубіжних і вітчизняних науковців. У статті увага акцентується на парадигмах інтерпретації даного феномену.

Ключові слова: парадигми, етнічність, етнічна ідентичність

Этничность по – прежнему остается предметом острых дискуссий зарубежных и отечественных ученых. В статье внимание акцентируется на парадигмах интерпретации данного феномена.

Ключевые слова: парадигмы, этничность, этническая идентичность

Ethnicity continues to be a subject of tough discussions between foreign and local scientists. In this article the attention is being concentrated on paradigms of interpretation of the existing phenomenon.

Keywords: paradigms, ethnicity, ethnical identity

Актуальність. Останнім часом дослідження етнічних феноменів (етнічності, етносу, нації) помітно активізувалося. Все частіше почали виходити серйозні і достатньо аргументовані праці в галузі теорії етносу й етнічності як зарубіжних, так і вітчизняних науковців. Хоча слід зауважити, що, скажімо, сучасні західні соціальні і культурні антропологісти часто-густо