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ESSENTIAL FEATURES OF SOCIAL COMMUNICATIONS

The article describes essential features of social communications in information society. It analyzed conceptual approaches to social communications in modern scientific researches. The author represented main functions of social communications. The primary focus of the article is on virtualization domination on all social levels: personal, group and social.

Modern social communications make circumstance changes without interruption, that's a reason for destroying of old social communication models and formation of new social communication models. This is a social problem which solution will be the reason of social values transformation and new social communication system formation in the age of globalization.

Key words: information society, communication, social communications, knowledge, information, integration, globalization.

The problem definition. Information society evolution may be presented as continuous process of intercourse social transformation. This intercourse was caused by objective historical rules of society development and changes in features of social interaction that related to information and communications technologies beginning and their development.

Information and communications technologies has become an integral part of every person's live, because they provide creation, saving, processing of information and access to information¹. Fast moving social transformations in any society and in any person need rethinking of many information and postindustrial society aspects, that has been done in studies of D. Bell, M. Castels, E. Toffler, F. Webster.

Communication problems have become the main topic of studies with special features of modern society civilizational development. Nowadays the main attention pays to social communications analysis in information society.

Research and publication analysis. Social communications researches in information society present only several aspects of this complex phenomenon, there are foreign scientific efforts among these researches (L. Baker, W. Badd, S. Verba, G. Lassuell, E. Masiudi, A. Sokolov, A. Leontjev, O. Gnatjuk, Ju. Budantsev, V. Smetana, A. Shyrokanova) and several Ukrainian scientific research results (E. Makarenko, V. Rizun, V. Ivanov, G. Pocheptsov, V. Shkljar, O. Zernetska, O. Kholod, V. Bebyk, V. Demchenko, T. Kolesnikova, N. Dniprenko, K. Glubochenko, I. Devterov, N. Kostenko, N. Zrazhevskaja, L. Veretska, O. Kurban, E. Romanenko, A. Shelestova and others).

At the same time previous and modern researches analysis shows that there is a lack of complex researches about social communications in Ukrainian science, that's why systematic approach of this problem is important for Ukrainian social communications theory and practice.

The object of the article is to depict main features of social communications in the information society.

The task of the article is to characterize main features of social communications, to analyze conceptual approaches to social communications in modern researches, to depict main functions of social communications.

The methods of analysis. The descriptive, the comparative and the systems analysis methods were used in the article.

The ventilation results. Ukrainian scientist V. Bebyk underlines that a social sphere, composed of social and political, social and economic spheres and mental and intellectual sphere of the society, needs implementation of some measures of social life self-organization and self-management for the purpose of its entirety and control preservation. The author lays the emphasis that in this context social communications are a special informational and communicational sphere of public life that has social

¹ Степанова, Л.О. (2011). Трансформації процесу комунікації в умовах становлення інформаційного суспільства. *Гуманітарний вісник ЗДІА*, 45, 205-210. <http://www.zgia.zp.ua/gazeta/VISNIK_45_205.pdf> (2015, December, 02).

features and joins all components of social sphere (political, economic and intellectual) and structures selected public activity (political, economic or intellectual). V. Bebyk reviews social communications as a process of deliver, processing and perception of social information, and this process is realized by the subjects and the objects of the public sphere¹.

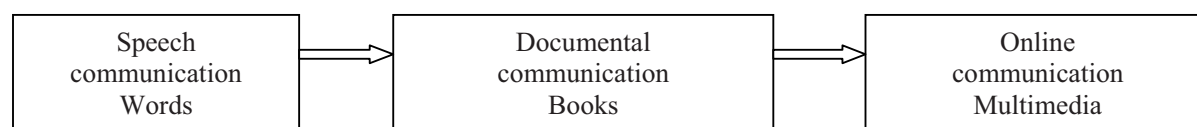
The author also says that this social communication process takes place during multifeature and split-level social information sharing (if there is a person in this process, it gets social features) between political, economic and intellectual public spheres and their certain structures. The scientist proves that social and political communications are essential for social and political systems.

For example, V. Demchenko confirms that nowadays virtualization dominates on all social levels: personal, group and public.

The scientist thinks, that the steady and external reality has become social and historic reality by virtue of the selected institutes system. People's subtraction from this reality was an act of their social self-fulfillment and social self-definition. Last decades transfiguration of this reality into virtual reality makes a person to life not in the world of things, but in the world of visuality. The scientist concludes that relations between people have a form of relations between images in increasing frequency. This situation causes to characteristics of the old and new social organization types through the dichotomy "real-virtual"².

The scientific work "The university library on the modern stage of the social communications development" by Ukrainian researcher T. Kolesnikova is to be noted. The author underlines that social communications evolution is connected with culture evolution which is determined with dominate standards and cultural contexts fixation, saving and extension methods in the society³.

T. Kolesnikova shows directions of these communications in such way:



T. Kolesnikova determines the modern epoch as a transition period from the documental communication and book culture era to the online communication and multimedia era. Public transition to this epoch, the scientist says, is built on a union of two parallel processes going during all period of the civilization development. The first process is constant growing of information significancy that is essential for public life support. Also this process includes information increase in volume. The second process is based on improvement of technologies of information fixation, saving and its extension⁴.

V. Rizun, Ukrainian scientist, thinks that communicational relations between the government and society are one of the aspects of social communications policy. The author says, that the most important thing in social communications understanding is "the institutalization of contacts between communicative subjects. It means that the natural feature of "communication" people under certain specific conditions is realized, regulated and organized by the people. This function begins its institutalization. This means that new centers, services, departments, institutes, which help to put it on technological and industrial level, appear. And when it comes, we should say not only about communication, but we should say about social communication as a form of organized communication and strategic communication, where we have certain planning and coordination of activities. In this case, the author says, we have to have some government authorities which will bear responsibility for communication organization and its intitutalization"⁵.

In this context we should pay attention to N. Dniprenko's researching, in which the author separates four equal levels of intercommunion between the government and the society: information, consultation,

¹ Бебик, В.М. (2010). *Соціальні комунікації та їх роль у функціонуванні суспільної сфери*. Бібліотека ВНЗ на новому етапі розвитку соціальних комунікацій. Дніпропетровськ: Вид-во Маковецький, 7.

² Демченко, В.Д. (2010). *Соціальні комунікації в умовах інформаційного суспільства: парадокси розвитку*. Бібліотека ВНЗ на новому етапі розвитку соціальних комунікацій. Дніпропетровськ: Вид-во Маковецький, 35.

³ Демченко, В.Д. (2010). *Соціальні комунікації в умовах інформаційного суспільства: парадокси розвитку*. Бібліотека ВНЗ на новому етапі розвитку соціальних комунікацій. Дніпропетровськ: Вид-во Маковецький, 35.

⁴ Колесникова, Т.О. (2010). *Університетська бібліотека на сучасному етапі розвитку соціальних комунікацій*. Бібліотека ВНЗ на новому етапі розвитку соціальних комунікацій. Дніпропетровськ: Вид-во Маковецький, 47.

⁵ Різун, В.В. (2009). *Поняття про соціальні комунікації в системі взаємозв'язків влади з громадськістю*. *Запровадження комунікацій у суспільстві*. Київ: ТОВ «Вістка», 9-11.

dialogs and partnership. So information sharing is an important and compulsive part of all steps in any decision process. With regard to consultation, this process, the author proves, needs public thoughts studying by the government. Those public thoughts can deal with any public life questions. Thoughts of different interested parties should be taken into account during making a decision. Any party can instigate a dialog which can be constant or concrete. N. Dniprenko has marked a constant dialog (two-way communication which goal is to achieve regular exchange of ideas) and a concrete dialog (it leads to getting one common recommendation, strategy or a draft law). And the last level is partnership that indicates joint responsibility in the process of making a decision. N. Dniprenko's statement, that the communication problem of the government and the society is not only in information giving, but every party has a lack of hearing skills, is true.

K. Glubochenko in the analysis makes structural analysis of social communications in the government control system according to features of their orientation¹. The researcher pays attention to peculiarities of external communications and intercommunications in the bodies of state authority and marks the ways for following studies of this problem in the government control system. On the basis of R.-J. Shwartsenberg's studies K. Glubochenko marks such social and communicative channels which are distinctive for the system of government control: communication with a help of informal channels; communication by organization; communication with a help of mass media.

We agree with K. Glubochenko's thought that R.-J. Shwartsenberg's has only given the characteristic of external ways of social communication which go from the body of state authority to the society without any stops on inner social and communicative context of the management behavior.

Also K. Glubochenko, referring to N. Dragomyretska's researches, notices that there are two main scientific approaches to communication and information in the government management study: the first approach, characterized with the inner-organizational communication aspect, is relations between structural elements of making decisions; and the second approach in the external communications aspect is sharing information about inner activities².

We can't fail to agree with N. Dragomitetska's thought that external communications in the government management are some reflections of inner communications: their methods, strategies, tools and forms are the same. For example, speeches, proclamations, proposals, information sharing, studying, negotiations and running events. Effective inner communications on all routes (from up to down and from the bottom upwards) are one of the main tasks of any organization.

I. Devterov³ considers that social communications are the main communicational channel in the cyberspace. The investigator marks such peculiarities of social communications: public character and frankness; limited and controlled access to mass media; mediation of parties' contacts; some "inequality" in relations; a quantity of message recipients.

The author comes to the conclusion that the concept "social communication" is used for describing of production process and sharing messages by TV, radio, printed press, cinema, Internet and so on. In addition mass media hold a middle in-between position in the communicative chain "a sender – a channel – a receiver of the message". In the Internet social communication is actualized by virtue of users' adaptation to the knowledge system, their skills to use their knowledge as a social product and their skills to integrate in the global communicative space⁴.

Special approach to social communications understanding was given by V. Dobryvechir. The author focuses attention on the scientific communication that is important for society. This kind of communication support ideas sharing between scientists, and that brings new knowledge to birth, creates new ideas,

¹ Глубоченко, К.О. (2011). Класифікація соціальних комунікацій у системі державного управління за ознаками їх спрямованості. *Актуальні проблеми державного управління*, 1, 353-360. <http://nbuv.gov.ua/UJRN/apdy_2011_1_43> (2015, July, 05).

² Глубоченко, К.О. (2011). Класифікація соціальних комунікацій у системі державного управління за ознаками їх спрямованості. *Актуальні проблеми державного управління*, 1, 353-360. <http://nbuv.gov.ua/UJRN/apdy_2011_1_43> (2015, July, 05).

³ Девтеров, І.В. (2011). Характер соціальної комунікації в мережі Інтернет. *Теорія і практика управління соціальними системами: філософія, психологія, педагогіка, соціологія*, 3, 66-73. <<http://repository.kpi.kharkov.ua/handle/KhPI-Press/521>> (2015, September, 13).

⁴ Девтеров, І.В. (2011). Характер соціальної комунікації в мережі Інтернет. *Теорія і практика управління соціальними системами: філософія, психологія, педагогіка, соціологія*, 3, 66-73. <<http://repository.kpi.kharkov.ua/handle/KhPI-Press/521>> (2015, September, 13).

technologies, makes progress, and society achieves a new development level. The author says that frequency of scientific publications is very important for scientific communications, because this frequency gives an opportunity to know if those publications accomplish one of the most important functions – a communicative function¹.

Among various forms of communication scientists distinguish scientific publications. A scientific magazine as a communicative model is over 300 years old, and during this period it has traveled the long way of development and transformation, given a birth for a modern form of a scientific magazine. This form is changing now and will change in future because of the constant society evolution.

A. Shyrokanova's thought, that new communication forms using changes ways of information sharing, its reviewing, publication and data and results archivation, is true. New communication forms need scientists' active role in the sharing of their scientific works, and informal online provision of information about course and results of researches. As distinguished from mass communication, scientific communication developed from the line-written communication to to hypertext communication. This feature supported building of new online communication channels².

Taking all the aforesaid into consideration, we can say that new communication forms play the great role into the modern information society.

But A. Shelestova after the complex scientific research of Ukrainian and foreign learned treatises draws conclusions that social communications are a basic component of information production and an important factor of progress in any bailiwick and social life sphere. Social communications actively affect on the education sphere, processes of educative information changing between teachers and students; new technologies, channels and tools, which help formation of new informational and educative circumstance in a higher education institute, appear³. Development, implementation and using of informational and communicative technologies in the processes of educative information changing determine formation of informational and educative circumstance in the modern higher education institutes, because interpenetration, interinfluence and integration of information and communication take place. Nowadays any processes of educative information processing can't be done without communication media of a higher education institute.

Nowadays the basis of communication is a process of its changing with a help of informational and communicational technologies. Scientific and technical progress development of computer engineering and informational and communicational technologies is an impulse for global informatization of higher education. Actively being adopted to higher education, new informational and communicational technologies essentially change previous stereotypes and policies in relations between subjects and their groups in a modern higher education institute⁴.

For example, R. Vladimirska in her research places greater focus on such fact, as nowadays in Ukraine there is a lack of specialized publications which observe a complex of book publishing industry components in the context of social communicative sphere. Ukrainian book publishing remains short of foreign book publishing not only upon statistical indicators. It is necessary to have some problem-oriented specialized publications which will unite all Ukrainian and foreign progress in the printing sphere and give complete and detailed description of the publishing process⁵.

V. Rizun, for example, considers that social communications as a scientific branch comprises such scientific specialties: library and bibliological science, journalism, publishing and editing, and applicative social and communicative technologies, and social informatics, document science.

¹ Добривечір, В.О. (2013). Цільове призначення та періодичність наукових видань із соціальних комунікацій в Україні. *Держава та регіони. Соціальні комунікації*, 1, 136-139. 139. <http://nbuv.gov.ua/UJRN/drsk_2013_1_29> (2015, December, 10).

² Широканова, А.О. (2013). *Научная коммуникация в информационном обществе: социологический анализ*: автореферат канд. соц. наук: 22.01.01. Минск. <<http://www.library.univer.kharkov.ua/OpacUnicode/index.php?url=/notices/index/IdNotice:764385/Source:default>> (2015, April, 10).

³ Шелестова, А.М. (2015). Соціальні комунікації як базовий компонент інформаційно-освітнього середовища ВНЗ. *Молодий вчений*, 7 (22), ч. 2, 159-162.

⁴ Шелестова, А.М. (2015). Соціальні комунікації як базовий компонент інформаційно-освітнього середовища ВНЗ. *Молодий вчений*, 7 (22), ч. 2, 159-162.

⁵ Владімірська, Р.Л. (2012). Книговидання в системі соціальних комунікацій: стан висвітлення проблеми. *Наукові записки [Української академії друкарства]*, 4, 8-15. <http://nbuv.gov.ua/UJRN/Nz_2012_4_4> (2015, November, 20).

It should be emphasized that V. Rizun in the scientific work “The essay to the methodology of social communications researches” says that it’s necessary to consider social communications as artificially created, but scientific pointed ways, methods, tools, principles of interaction which create communicative networks. These networks are essential for providing social communications. And it’s necessary to mark any form of social communication out from communication itself as people’s natural social interaction function. It’s reasonable to compare people’s natural communication (and these people don’t control their communicative activity, but use it) with work, connected with supporting of ways, methods, tolls for communication in the society, and for setup and approval of social intercourse. Work with communication becomes a part of business. It get an engineering and manufacturing form. A large communicative industry is made in the country and on the state-by-state basis. This is the great reason for staff training, labour conditions organization. It also provides for management of communicative activities and development of professional topic-based knowledge system”.

In view of the foregoing, we can say that scientists’ focus of interest connected with social communications problems constantly increases. This is shown by scientific researches of conceptual approaches to social communication in the information society.

Conclusions. Social communications play a great role in social life. They make conditions for supporting informational and whole social sphere.

The dynamics of scientific investigations in the sphere of social communications problems shows evolution in perception of this concept as understanding of features which are given for a person and defined with their social level to declaration of social communications as a key element of public reality, a complex formation which is characterized with a help of different features: political, ethnic, religious, social and so on. Social communications evolution is related with culture evolution.

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