

Results. The specific transformations of objective reality into social-historical one takes place due to constant formation of social institutions. While having their non-material characteristic features and being formed by humans, these social institutions, arranged systemized their common reality in the society and interactions with each other. Humans' communication on the Internet transfer social relations into the illusive world while replacing reality with the virtual world.

Novelty. It is the systematic analysis of social relations virtualization process is undertaken in the thesis.

The practical significance. The results of the investigation can be used for further studying humans' virtual communication within the contemporary media market.

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NEW MEDIA AS A MEANS OF INFLUENCING THE FORMATION OF MODERN SOCIAL DISCOURSE

Запропоновано аналіз формування сучасного суспільного дискурсу з урахуванням появи та розвитку новітніх медіа. Розглянуто особливості процесу віртуалізації медіасередовища та вивчаються подальші перспективи функціонування інтернет-комунікації.

Ключові слова: новітні медіа, медіасередовище, Інтернет, суспільство, аудиторія.

Предлагается анализ формирования современного общественного дискурса с учетом появления и развития новых медиа. Рассматриваются особенности процесса виртуализации медиaprостранства и исследуются дальнейшие перспективы функционирования интернет-коммуникации.

Ключевые слова: новые медиа, медиaprостранство, Интернет, общество, аудитория.

It is proposed to analyze the formation of modern social discourse considering the emergence and development of new media. The features of the virtualization process media sphere and studied the future prospects of the operation of Internet communication.

Key words: new media, the media sphere, the Internet Society, the audience.

Formulation of the problem. The invention of the Internet and new media coincided (and in many respects caused) the emergence and formation of the «Informational society» in order to become its most characteristic feature and the major form of existence in the future. That is why nowadays both Western and local researchers focus on not only technical, technological or communicational features of the new type of information exchange, but also their «human dimension», the specificity of their impact on social and socio-cultural relations within the society.

It is the exponential growth in the scale of the use of new information technologies in the community that is the principal feature of the contemporary processes of globalization have. The special role in this process belongs to the Internet, which is widely used in political and social life while being a specific interactive medium of information and communication.

Analysis of recent research and publications. However, while writing about the Internet, most researchers do not give a clear definition of this phenomenon, but stating that it «cannot be comprehended» [14, p. 32], or referring to it as «a specific form

of infinity» [16, p. 57]. That is, the Internet is often taken for granted, which everyone knows and understands its nature even without further explanations.

Almost immediately after its appearance the Internet got into the center of issues of «human dimension» of the Information Society, which was under rapid formation, even being almost parallel to it, with all its social, cultural, technical and economic features. On speaking of the Internet as a problem of the human and the mankind, it is necessary to mind the unity of all its parts and aspects, that is – along with its software and hardware – both the transmission of various data and the set of people and their organizations (including criminal ones), operating while using it. In this regard, while considering the example of Kant's «instrumental» role of the doctor (one can cure people as well as do harm to them) by analogy, it can be said that mainly the computer network (or, more precisely, the global network of networks) Internet in itself is neither «good» nor «bad» because the results of its influence are formed depending on both who does what to whom with using the Internet and on how it itself affects the human and society.

The inertia of our thinking, which readily encourages us to term the unknown thing as the known one without its position in the present past or future, prevents the real nature of the Internet with all its features from full comprehension. It is this inertia of our thinking that gives this unknown thing – consciously or unconsciously – the well-studied features or even ones for granted. (M. McLuhan termed this way of comprehension as the effect of «rear-view mirror»).

The purpose of the article. Considering the subject chosen the social and cultural and media dimensions of the domestic Internet's development are under study here. It is necessary to mention that the active Internet community still has a small part of our population, and the vast majority of the Ukrainian people still can imagine neither its strengths nor weaknesses. Yet in the socio-cultural context and in the context of national media the Internet certainly has become an important phenomenon that significantly affects both the media experts and a certain part of the audience, especially those who make decisions and shape the public opinion.

The main material research. Being the basement of the Information Society's formation, the achievements in new technologies have greatly changed the nature of political communications, allowing not only individuals, but also their communities to be more active in preparing and making political decisions. Also costs for receiving and transmitting information gradually decreased that performed the premises for the development of two trends: first, it allowed the gradually increasing the number of people who are able to participate actively in developing and making politically significant decisions, and secondly, they allowed developing the technological premises for the gradual reduction of inequality of political capacity for citizens and political actors.

What is the reason for the acute increase of interest in the Internet not only as an active agent of impact on the audience, but also as a media resource? The national elite quickly felt the significant advantages of the Internet projects compared to published, TV or radio projects. It is the possibility of combining all types of projects, that is especially attractive in the Internet. Other important and visible advantages are its low cost, efficiency and difficulties in monitoring online media. In addition, these projects are beginning to compete to some extent with news agencies as well as those who work in real time, primarily due to the fact that such agencies traditionally only report on events without commenting them independently, while the Internet-projects, as updated several times during the day, have their own position and their political sympathies (as opposed to carefully concealed positions of the news agencies).

Thus, this creates a precedent of favorable reference to the Internet edition by print media, television or radio. Incidentally, this provides an opportunity to reduce drawbacks and defects of Internet editions, namely too little audience of Ukrainian Internet area and the lack of so-called publicity. The fact, that in contemporary Ukraine the Internet is almost used exclusively for entertainment or by specialists, is not a problem

because the virtual editions are created in Ukraine also to influence the traditional mass media [1]. **So the mere fact, that virtual editions work better (due to its technical capabilities and tendency for best journalists to switch from traditional media to the Internet) than print newspapers and even radio and TV stations, leads to the fact that the Internet becomes the «opinion leader» and impacts other mass media.** And the effectiveness of such online media as «Ukrayinska Pravda», («Ukrainian Truth»), «Versiyi» («Versions»), «Forum», «Correspondent» confirms this fact (at least by the number of links to them in the traditional mass media).

Indeed, political sites and Internet editions are mainly clicked by representatives of mass media, political analysts and those people who are directly connected with politics. It is not of surprise that «the Internet is a major means of communication among people who are professionally involved in politics,» – said the representative of “Effective Politics Fund” M. Lytvynovych – and therefore it can influence public opinion in the indirect way, namely, by shaping thoughts of mass media» [8, p. 24]. Consequently, due to the fact that traditional mass media use the «replication» information that was born in the Internet, the information from the Internet edition has all the chances of being widespread outside the network area. In this way the unification of efforts of the reputable Internet products with powerful print, television or radio media empowers their possibilities as it makes information operations easier in the information area. This is achieved not only with the ability to refer to other sources, but also to hide their own position. In the Internet the content exists regardless of those who created this content: a newspaper, radio or television. Convergence of various mass media creates a new information environment. Very important changes take place not only in development of mass media, but also in the process of sharing information.

In the society of Information Age dominant functions and processes are to great extent organized on the basis of networks. Instead of a relatively rigid and vertically oriented structures of the past appear flexible horizontal oriented network through which resource exchange, political process and so on are actually applied. The conclusion is that it is networks that become a new social mythology of contemporary communities. And the spreading of «network» thinking greatly affects of every person’s daily life.

The global computer network, consolidating information as both the purpose and the means of society’s functioning and thus penetrating into all its scope, becomes its main structure. It should be noted that the net principle of the existence of social organization existed before, but it had no such powerful technological format. Nowadays being reinforced by the World Wide Web, this principle begins to create a new social space-time as well as begins to affect the fundamental foundations of social life. It is the «space of flows» that comes instead of the «space of places», and it is «timeless time» that comes instead of time, clearly divided by zones [5, p. 70].

According to most experts’ opinion, a new type of social space-time is the most vividly implemented in the virtual reality of the Internet. The invention of the telegraph in the nineteenth century and the high frequency of communication tools and data transmission in the twentieth century, from a telephone to a computer, mark the departure of telecommunications from transportation techniques. In this case, the distribution of communication no longer depends on the use of roads, formed for people and goods. Thus large distances no longer pose a problem of non-synchronization and even more they are become compatible with the global simultaneity of events. Along with the transition into the digital form the natural and social realities begin to take its virtual dimension. The most important thing in this process is that for the first time in history the space is covered by a single structure, which means its subordination to a single (network-based) logic development and function.

Previously, «network» social structures occurred (as communities in the prehistoric era or small social groups in subsequent periods), but only in the form of substructures of dominant non-network social structure (after the collapse of the prehistoric com-

munity there were basically hierarchical and market systems of social relations). Now for the first time the premises of «network society» are under formation (instead of «network communities» in the past). All other types of social structure, including those of hierarchy and market, reduce their social status to dependent substructures of new overwhelming structure. While talking about the peculiarities of socializing role of communication in the modern society, scholars typically use the theoretical framework of its interaction with various levels of the society. Y. Levada distinguishes three levels of such interaction: the individual level, the level of social group and the level of social institutions [7, p. 64].

It is mass communication that helps the personality go through the process of self-affirmation as well as harmonize relationships in a social group. The human learns to meet the social roles, updated and «imposed» by the system of mass communication. Thus, involvement of personality into the culture of the society is carried out through training and socialization. In the networks, used by groups of people, the newest mass media contribute to their social and professional integration, involvement in a wider social structure. While considering the level of social institutions, it is the mass media that spread social norms and make them available to individuals, while encouraging active mobilizing social environment with emotional, rational and estimating coordinates.

However, these levels are united with one feature of network space, hosting contemporary mass communication: it becomes one of virtual nature. It is possible to speak about virtualization of the society to the extent of its becoming like a virtual reality, so that can be described with the same parameters. Virtualization in this case is any substitution of reality with its simulation («simulacra» in the terminology Jean Baudrillard), image (and not necessarily with a computer, but always basing on the logic of virtual reality). A similar logic can be seen where computer technology is not directly used. For example, the virtual economy can be called one in which operations are conducted primarily through the Internet, and those in which speculation on the stock market dominates over the material production. The same can be referred to other spheres. The virtual policy can be attributed not only that, where the struggle for power uses propaganda posted on the web-pages or released during online conference, but also where promotions in television studios or concert halls dominate.

Already mentioned Jean Baudrillard and other western theorists (M. Paetau, A. Buhl, A. Crocker, M. Veynsteyn) believe that the definition of social phenomena through the concept of virtuality should take place when the competition of images replaces the competition of institutionally defined actions – economic, political or other ones. The social content of virtualization implies that simulation of institutional order of society in this case is primary with respect to technical content. In other words, it is not the total computerization of life that virtualizes the society, but it is virtualization of the society that computerizing the public life [2, p. 184].

That is why, Russian researcher D. Ivanov called this dissemination of technology of virtual reality cleverly as «cyber-prosthesis», **generated with the desire of compensating the lack of genuine social reality with the help of computer simulations** [4, p. 374].

Nowadays virtualization dominates at all the social levels – individual, group, and social ones. Firm and objective reality became social and historical one thanking to the system of certain institutions. The human's estrangement from this reality was regarded as an act of social self-affirmation and social self-identification. The last decades' transformations of this virtual reality make the individual live not in the world of things (that is what it really is), but in the world of images (i.e. in the imaged one). This leads to the fact that the relationship between people increasingly takes the form of relations between images, while provoking the definition of old and new types of social organizations with the dichotomy «real – virtual».

Through the influence of communication on certain social groups (audience) forms the society's nature. Virtualization of this process is determined with the fact that both

an individual and the entire audience «reconcile» almost all of their social actions and decisions with the mass media.

Conclusions. The majority of the concepts on the role and place of mass media in the contemporary society («agenda», framing, two-level communication etc) underline the content of media messages as well as the opinion formation about a nominee during elections or the process of choosing between brands. Humans are usually lack of experience as well as time to choose, and mass media (as the closest and most available information recourses) begin to take the essential and dominating part in the process of making a choice [3, с.12–13].

Much more essential changes took place at the social level. In the last third of the XX-th century politics accepted the concept of «the end of ideology» and convergence of two ideological systems, opposing in the «cold» war (by З. Бжезінський, Д. Белл and others [15; 13]). **The alternative of political organizations and social institutions** appeared in the form of antiwar, legislative and ecological organizations and movements, «folk» democracy and local organizations and groups standing for interests of ethnic, cultural, sexual minorities and religious groups etc.

As D. Ivanov states that, politics minoritizing (from English – «minority») is in its process. The electorate as homogeneous mass, divided into majority and minority – «right-wing and left-wing», is substituted by the conglomerate of minorities, which stresses the right for alternative way of life in the political struggle... Multiculturalism becomes not only ideological but pragmatism background of political activity [4, p. 378].

As a consequence, under such new circumstances the struggle for political power is not the struggle of ideologies, action programmes or political organizations. Nowadays it is the struggle of images, political ones, making the rating of nominees or parties. Real politicians' personalities and activities under such circumstances are necessary as «informational cause» for media, PR agencies, image-makers. The substitution of real political positions and actions with their images keeps politics as a set of simulacra and provides success to those nominees whose image, but not their program or ideology, represents the values of the society.

The process of distinguishing de-politicized managers and ones of keeping images of public politicians is the matter of virtualizing main social institutes – the state and elections. Other indication of virtualizing institutes of democracy is substitution of appeals to public opinion with manipulations of ratings. The ratings, based on selecting polls, are commonly used as the model and image of public opinion. It is those images that become the real factors of developing and making political decisions.

However, this imaginedly wide participation of citizens in solving the range of social and political issues, facing the society, switches the focus from the basic components of political practice (ideologies, organizations, public opinion) to technology, providing the implementation of methods of archaic motto «everything is possible».

In French scholar A. Touraine's opinion, within the new technologies of communication the «social» disappears, but the contemporary society is regarded not as the «social regulated» unity, but as a stage of «conflicts caused by distribution of symbolic benefits» [19, p. 23]. Such situation permits as well as encourages transformations of global Internet into a means which is environment of social and political activity and struggle.

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Demchenko Serhiy. NEW MEDIA AS A MEANS OF INFLUENCING THE FORMATION OF MODERN SOCIAL DISCOURSE.

Research methodology. The special role in this process belongs to the Internet, which is widely used in political and social life while being a specific interactive medium of information and communication. Nowadays both Western and local researchers focus on not only technical, technological or communicational features of the new type of information exchange, but also their “human dimension”, the specificity of their impact on social and socio-cultural relations within the society. It is the exponential growth in the scale of the use of new information technologies in the community that is the principal feature of the contemporary processes of globalization have.

Results. The majority of the concepts on the role and place of mass media in the contemporary society (“agenda”, framing, two-level communication etc) underline the content of media messages as well as the opinion formation about a nominee during elections or the process of choosing between brands. Humans are usually lack of experience as well as time to choose, and mass media (as the closest and most available information recourses) begin to take the essential and dominating part in the process of making a choice. As a consequence, under such new circumstances the struggle for political power is not the struggle of ideologies, action programmes or political organizations. Nowadays it is the struggle of images, political ones, making the rating of nominees or parties. Real politicians’ personalities and activities under such circum-

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Novelty. The novelty of the research stems from the fact that the social and cultural and media dimensions of the domestic Internet’s development are considered in the socio-cultural context and in the context of national media where the Internet certainly has become an important phenomenon that significantly affects both the media experts and a certain part of the audience, especially those who make decisions and shape the public opinion.

The practical significance. The results of the research can be used for the further study of the process of virtualizing main social institutes as well as the imaginedly wide participation of citizens in solving the range of social and political issues, facing the society, switches the focus from the basic components of political practice (ideologies, organizations, public opinion) to technology.

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ПЕРСОНАЛЬНІ САЙТИ ПИСЬМЕННИКІВ ЯК РІЗНОВИД МЕРЕЖЕВОГО РЕСУРСУ

На прикладі чотирьох мережевих ресурсів розглянуто змістове наповнення та специфіка архітектонічної організації персональних сайтів сучасних українських письменників Галини Пагутяк, Галини Тарасюк, братів Капранових, Любка Дереша.

Ключові слова: персональний сайт, контент сайту, архітектонічні особливості.

**На примере четырех сетевых ресурсов рассматривается содержательное на-
полнение и специфика архитектурной организации персональных сайтов
современных украинских писателей Галины Пагутяк, Галины Тарасюк, братьев
Капрановых, Любка Дереша.**

Ключевые слова: персональный сайт, контент сайта, архитектурные особенности.

**The substantive content and specific architectonic organization of personal sites,
represented here on the example of four network resources (ones by such contemporary
Ukrainian writers as Galina Pahutyak, Galina Tarasyuk, brothers Kapranovi, Lyubko
Dereše) are under study in the thesis.**

Key words: personal page, site content, architectonic features.

Постановка проблеми. Сьогоднішня ознаменована тим, що інтернет-ресурси є найбільш затребуваними і потрібними для вжитку у плані надання нагальної інформації. Це дає чудову можливість для заснування і розвитку самостійних і абсолютно нових сайтів, які не мали друкованих аналогів. На сьогодні ця тема є досить актуальною, адже все більше споживачів знайомиться із творчістю письменників, особливо сучасних, саме у Мережі. Це стосується як електронних книг, які зберігаються в Інтернет-бібліотеках, книжкових магазинах, що надають користувачеві можливість ознайомитися з каталогом товарів, так і персональних сайтів письменників. Дослідити такі ресурси саме в українському сегменті є досить цікавим і непростим завданням, адже вітчизняних сайтів цієї тематики небагато, крім