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**INFORMATION COMMUNICATIONS AND SOCIAL RELATIONS**

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**INTRODUCTION**

**The relevance of the research topic.** Modern technologies are used in the process of information exchange, they are not only facilitating it but also creating specifically new conditions in which communication is seen as a practical activity that provokes processes of alienation of information from specific participants in the communication process through the commodification of information, creation of the new system of information and technological control over citizens. This leads not only to changes in the structure of subject-subject relations of communication but also in the subject-object communicative interaction, which, in its turn, leads to changes in attitudes towards oneself as a personality.

Socio-philosophical analysis of information communications and their role in social processes allows to more objectively and accurately determine the status and place of modern information communications and methods of information influence in social relations and interactions. Secondly, to consider the main trends in the impact of information communications on the formation of the interaction between individuals and social groups, as well as integration and globalization trends in the world community. And, in addition, since modern Ukraine is actively involved in the global information space through the development of new telecommunications technologies, it is necessary to study the consequences and prospects of the development, and the spread of information and communication technologies, because the concept of information and communication technologies has become widespread in Ukraine and is used in a number of government programs. For example, in the long-term target program "Electronic Ukraine".

**Analysis of the latest scientific research and publications.** Some aspects of this problem have been studied by sociologists, psychologists, philosophers. C. Shannon, N. Wiener, L. Brillouin, W. Ashby, and a number of other researchers made a significant contribution to the concept of information. Among foreign authors on the issues raised, the works of D. Bell, K. Werbach, M. Castells, E. King, I. Masuda, T. Merrill, M. Porat, P. Roberts, K. Robinson, A. Toffler, and R. Reddick deserve special attention.

Among ukrainian authors, Y. Zhurakovsky, S. Kvit, V. Kolos, S. Kryvogubchenko, S.Kudryavtseva, A. Kulyk, A. Kurko, V. Partiko, B. Podlevsky, V. Poltorak, R.Rykalyuk, N.Tulyakova, and others made a significant contribution to the theory of information.

Among the works on general problems of social communication, a special place is occupied by the works of P. Berger and T. Luckmann, N. Wiener, E. Durkheim, W. Lipnman, M. McLuhan, K. Mannheim, T. Parsons, P. Sorokin, Y. Habermas, A. Schutz.

At the same time, a comparative analysis of the main works of Ukrainian and foreign authors also shows that not all issues of the stated topic have received adequate consideration in the scientific literature. Today we can identify a number of significant gaps in the study of information and communication technologies in both domestic and foreign science.

**Research Object** - is information communication in modern social processes.

**Research subject -** the role of information communications in the dynamics of social relations and interactions.

**Aim and objectives of the thesis.** The purpose of the master's thesis is to study the social aspects of large-scale development and dissemination of modern information communications, their impact on social interactions, and the formation and transformation of social relations.

List of objectives to be reviewed and analyzed to reach the aim of the thesis:

• Conduct a socio-philosophical study of information communications and the main trends in their development.

• Consider the possibility of transforming the social status of information communications in post-industrial society through the concepts of "information society" and globalization in order to explore new opportunities of modern information and communication technologies in qualitative changes in social relations and interactions, social structure, the emergence of new social institutions. social norms, rules, etc.

• Define the role and place of specific models of information communications and information and communication technologies in the activities of organizational structures in the system of social and political governance of modern democratic society.

• Consider the features and prospects of using new information and communication technologies in Ukraine, by analyzing the main social forces and socio-political conditions for the introduction of modern information and communication technologies in the practice of social interactions.

**Theoretical significance of the thesis.** The understanding of the socio-philosophical, philosophical-anthropological, and media-cultural aspects of the researched issues allows to single out not only quantitative but also qualitative aspects of information, communication component of information closely related to the social sphere; identification of qualitative features of the application of technologies in the information and communication sphere; analysis of the main stages of development of society, which showed that the emergence of professional ways of information and communication is associated with the development of social relations; study of the main trends of further development of information communications and information and communication technologies in the modern world and their impact on social relations and interactions; identifying the status and role of information communications and information and communication technologies in the socio-political, socio-economic and socio-cultural spheres.

**Practical significance of the obtained results.** The theoretical and methodological and empirical study of the role and place of information and communication technologies in social relations and interactions may be interesting for researchers in the field of social philosophy, sociology, political science, for social communication theorists and practitioners of media, for managers in the field of social and political governance, and for experts in the field of political counseling.

**Structure.** The graduate qualification thesis consists of an introduction, three chapters with conclusions, a summary of the research work, and a list of sources used.

**CHAPTER 1**

**SOCIO-PHILOSOPHICAL FOUNDATIONS OF INFORMATION COMMUNICATIONS AND MAIN TRENDS OF THEIR DEVELOPMENT**

**1.1. Social aspect of information communications and their basic models**

Today the problem of information interaction in society is becoming more widespread. Many scientists determine the development of modern society and its prospects based on the degree of its informatization, which largely depends on the degree of development of information communications and information and communication technologies. In modern Ukraine, the concept of information and communication technology (or ICT for short) is now not only widespread but also regulatory status. The term is a tracing of the English term "Information and Communication Technologies (ICT)" and is used as a major in a number of government and government programs. For example, in the long-term target program "Electronic Ukraine".

The concept of ICT has relatively recently supplanted another concept - information technology (IT). This is related to the fact that the period of understanding the rapid development of the technological component of information processes has changed to a stage when information and technological innovations have been tested in the social environment. Controversy over the role and place of information in society at the beginning of the 21st century has intensified after the crisis in a number of sectors of the economy, related to information and communication technologies.

Another reason for reconsidering the role and place of information technology in modern society is the emergence of the first empirical research in different countries, which showed that not all expected positive effects of rapid ICT development on society have occurred, and many of these consequences were quite contradictory, according to their assessment by modern researchers.

These and other events have sparked a heated debate in the scientific community as to whether the technological change in the information sphere can affect social relations and interactions or is it right to talk about a new "information" stage of development of society, about the "information society", about the "network society", about the "virtual economy", etc.

Most authors have become more restrained in the transition of modern society to a new information state. The fact that there has become more information in society no one denies. But the questions like what information, to what changes in the social sphere this has led to, arise.

Now the problem to define what is information occurs. Is it just bare "bits", easy to count, or multi-layered and complex in terms of accurate assessment of "meanings". The first is the number of mobile phones, computers, the number of hours spent on the Internet per capita. The second - qualitative changes in social relations and interactions, in the social structure, the emergence of new social institutions, or, at least, qualitatively new social norms, rules, etc.

Socio-philosophical analysis of the concept of information communications allows us to identify both quantitative and qualitative aspects of information, the communication component of information, closely related to the social sphere. Broadly speaking, social relations are "... the whole system of connections and dependencies of people in society" [32, p. 292]. In the narrow sense - it is a specific relationship between people related to meeting their needs in the social sphere of life, "determining the possibility of interaction between them in time and space, without their direct contacts, and often without direct awareness of such actions" [32, with. 292].

Social relations can be considered as a concept of the social sphere, which allows to more accurately determine the status of modern information communications and methods of informational influence in society. After the emergence of a new science - cybernetics - in the late '40s of the XX century, the term "information" became firmly established in scientific circulation, and quickly became an extremely broad concept, receiving many definitions. According to Shannon, information is the communication process during which uncertainty is eliminated. According to N. Wiener, information is the designation of content received from the outside world in the process of adaptation to it. Brillouin understood information as a negation of entropy, and W. Ashby - as a transfer of diversity.

Understanding the concept of information is represented by a wide range of opinions. They define information regardless of its content, view it as parts of the physical world like energy or matter. Theodore Rozak notes in this regard that "the word information began to mean everything that can be encoded for transmission through communication channels from source to recipient, regardless of its semantic content" [75, p. 13].

In our opinion, objects cannot carry information if there is no recipient of information. Information and feedback can only exist in connection with the control systems that emerged with the advent of life, even if it is management based on rigid programs, such as instincts or the reaction of simple organisms to environmental influences.

Таким чином, інформація може бути представлена ​​як результат відображення суб’єктами живої матерії різноманітних властивостей і відносин об’єктивної реальності з метою регулювання та управління основними процесами життєдіяльності. Це положення має важливе значення для дослідження впливу інформації на соціальні аспекти.

Let's review another component of the concept of "information communications", which is communication. The variety of definitions of "communication" is related to the diversity of its interpretation. In our opinion, a broader interpretation of the term "communication" is fairer, when this concept includes the interaction of social groups [60, p. 14], exchange activities [9, p. 49], skills, abilities [48, p. 37], and mediators in such communication and interaction are not only the products of spiritual and emotional activities but also tools, objects of material culture [55, p. 27].

Today, another concept correlates with the concept of "information communications" - "information and communication technologies" (hereinafter - ICT). The generic concept of this complex term is the term "technology". The latter is most often used to denote the sequential (step-by-step) application of various techniques, which provides a solution to the problem. Most authors, when talking about technology, focus on a guaranteed end result when performing a certain set of actions.

Unfortunately, in the scientific literature, the term ICT often refers only to technological aspects that are related to the discovery and use of the effects of nature. To really get the planned result in the implementation of information and communication technology, it is necessary to assess the conditions of information exchange, the recipient's ability to perceive and interpret information, choose appropriate forms of organization, methods of influence, ways to stimulate content perception depending on individual and group characteristics.

At this stage of ICT research can be defined as a set of integrated techniques and methods of information and communication, technical and software tools used in the exchange of products of material and spiritual activities and interaction between individuals, social groups, and groups to collect, process, store, dissemination, display and use of information for the regulation and management of life processes.

At the initial stage of the development of the human community, the use of joint efforts has led to the fact that organizational and physical skills have become increasingly technological. The specialization of functions in human society required the provision of new, non-genetic, operational information.

Social relations in the primitive groups were determined primarily by the need for self-preservation and survival. Therefore, the system of existing social relations was determined primarily in the categories of reliability and stability. Accordingly, the first information and communication proto-technologies were aimed at preserving the information content of the system structure and the sustainability of the purpose of management. Information in primitive society at the stage of socially undifferentiated relations was disseminated due to spontaneous interpersonal communication outside of fixed social time and space. Information exchange was based on an imitative ritual - a sequence of symbolic actions, concentrating the encoded social experience. The combination of functional prerequisites for operational impact on the audience initially occurs spontaneously, unconsciously, but as further differentiation of the social structure of primitive societies and the corresponding complication of social relations, the practical effectiveness of combinations of signal, emotional and suggestive influences leads to more targeted use.

With the division of labor and changes in property begins the development of social institutions that produce information to maintain the stability of the social organization, as well as to justify the goals of its development. Social differentiation creates a higher level of development, which will result in the creation of new public institutions, including state ones, which regulate economic and political relations between different social groups. This led to the creation of the first professional methods of information and communication, which were primarily based on the priestly ritual, embodied in mythopoetic sign-symbolic systems, polytheistic religion, and tradition.

The first theories appeared in the ancient world (Aristotle, Antiphon), which states that under certain conditions, informational and communicative influence can be seen as an obstacle to communication, hinder the establishment of just social relations, and divide people. In the Middle Ages, not only classical methods of informational influence were formed, but also a set of their applications, which allows us to talk about the use of technologies of a higher order of complexity.

The proof of this is the fact of the emergence of propaganda as a professional activity. Propaganda and agitation as manipulative means of information and communication exchange are more related to the promotion of religious and political ideas. However, it would be unfair to talk about Christianity only in terms of the development of manipulative information and communication technologies. Christianity proposed a number of provisions that introduced into the practice of information and communication interaction of different social groups and strata semantic aspect and allowed to create common worldviews to form the preconditions for further social integration. Communication influence at this stage meant that the object of influence should not only be, but also have an inner readiness to receive information.

M. Poster, an American scholar closely associated with the French intellectual traditions of structuralism and poststructuralism, [72] uses the term "method of information" to periodize the past. The first step in the production of information M. Poster considered as orally indirect exchange "face to face", which is characterized by the coordination of symbols, where the subject is given as the location of what is said through its introduction into a set of interpersonal relationships.

We can say that in the pre-industrial era, the one-sided (or one-way according to G. Lasswell) model of information and communication was formed and used. More complex models are formed in the industrial period, starting from the New Age.

Indeed, the beginning of the New Age was marked by a technical revolution in the field of mass communications, but, first, not only these technical innovations have influenced the development of society. At this time, there are trends in the use of all three aspects of information: syntactic, semantic, and pragmatic (target). Even if the goals of the communicator and the recipient are different, the task of the communication activities will be to present or even impose the purpose of the communicator on the recipient as his own. It is in this direction that ICT is improving.

In addition to the emergence of new organizational forms of information, the exchange is the intensive development of technology in the submission of information materials. The layout of newspaper strips and forms of information appeals are being improved, and there is an increase in emotional and evaluative factors in information messages. The opinions of authoritative people are most often used, the suggestive load in informing the population increases, which reaches very subtle forms of manipulation, the number of cases of deliberate distortion of information and sometimes outright misinformation of the public increases.

In the New age the number of subjects of information which are beginning to use the pragmatic (target) aspect of information, ie either take into account the interests of their target groups, and in large numbers, or create the appearance of common goals, which further, creating such techniques that can not only help meet existing needs of people but also form new needs, is growing.

At the end of the 19th century, the third "information revolution" created the first global networks in the form of telegraph communication, and at the beginning of the 20th century - radio. Intensive development of information communications has become possible due to the expansion and deepening of the global field of economic cooperation, the formation of the transnational sector, the transfer of basic principles and characteristics that emerged in developed countries to the world economy. During this period, the main component of the evolution of social relations is a citizen with adequate self-identification in society, willing to take an active part in society, as well as civil society. Despite the different approaches to the study of social relations, different interpretations of its content, almost all the classics of social philosophy distinguished two types: community-based and associative (E. Durkheim, Max Weber). F. Tennis summarized and gave the most complete analysis of these phenomena. He also argued that there are two main models of social organization - community and society [78]. Accordingly, information communications in the community do not have a clear design, both status, and documentary. There will always be a kind of sacredness based on the sacrament, tradition, tradition. The emotional component in the exchange of information in the community is an essential attribute. Dominant forms and methods of information and communication process - dialogue, which involves partnerships, and beliefs, which are based on authority. Public interests and morals prevail. The information space is compact and allows for a long direct dialogue.

Information communications in society, as a rule, have official status, rights, responsibilities established by law. Documented rationality prevails over the emotional component. The large size of the information space dictates the need to create and improve special technical means for contacts. In the exchange of information in society, the authority is inferior to the status and social role of the communicator. Combinations from different models are used as an informational influence. The priority of private interests, the predominance of material values ​​, and their equivalents are declared.

Democratic orders and the republican system are the results of the establishment of higher relations in social relations. As the most adequate regulators of relations in society, they could not exist without a communication system of the appropriate level of complexity. It is at this stage that ICTs emerge, where the point of activity shifts from the communicator and the means of communication as subjects of communication to the object of influence, which also acquires the qualities of a subject. Subject-subject relations in society presuppose dialogue and an equal share of initiative in the communicative process. Accordingly, we will define ICT, following other researchers, as transactional [60, p. 20].

Thus, it can be stated that: firstly, by the middle of the XX century there were basic models of information communication (one-way, public information model, and transactional), which can be called classic because they all have a clear social conditionality. Moreover, the latter must be understood in the spirit of K. Mannheim, who believed that social influence on thinking is not a determination, but conditioning [49].

Secondly, the concept of information communications is a rather complex construct of reality, which includes not only software and hardware, but also a set of integrated techniques and methods of information and communication influence, a set of symbolic functions, clear procedures, and a sequence of stages.

In addition, because the term ICT is easy to guess certain social needs, worldviews and values, ICT can be defined as a socially determined set of integrated techniques and methods of information and communication, technical and software tools used in the process of product exchange material and spiritual activities and interactions between individuals, social groups and groups, in order to collect, process, store, disseminate, display and use the information to regulate and manage life processes.

**1.2. The role of information and communication technologies in the formation of the information society**

The understanding of the processes that consider the impact of ICT on social relations and interaction is impossible outside the problem given by theoretical and prognostic concepts of "post-industrial" and "information" societies, as well as the conceptual field of globalism. Socio-philosophical theory of modernity responded to this by revising its own assumptions, categorical structures, changing the status and objectives of theoretical knowledge. This was attended by leading philosophers and sociologists of our time: D. Bell, O. Toffler, J. Habermas, J. Baudrillard, E. Giddens, W. Beck, Z. Bauman, N. Luhmann, M. Castells, I. Wallerstein etc.

Theorists of the information society who proclaimed the emergence of a new type of society include theorists such as D. Bell, M. Castells, M. Poster, J. Baudrillard, M. Poster, and others. In contrast, another group of scientists has emerged: F. Webster, E. Giddens, J. Habermas, G. Schiller, and others, who believe that information in general and ICT, in particular, do play a key role in modern society but are convinced that forms and functions of modern information exchange and interaction are subject to long-established principles and practices. This resulted in a variety of interpretations of the new state of society. These are the "post-industrial society" and the "information society" in the interpretations of D. Bell, O. Toffler, I. Masuda, and the "information society" of M. Castells, and the "post-economic society" of B. Inozemtsev, and the "supersociety" of A. Zinov. , etc.

From all these theoretical constructions, the most adequate tool of theoretical analysis is the "post-industrial society" of D. Bell. The uniqueness of this concept is that it, presenting to researchers some general tools of social search, does not limit their actions to a given rigid frame. Post-industrial society "is an ideal type, built by a social analyst on the basis of various changes in society, which, brought together, become more or less interconnected and may be opposed to other concepts" [7, p. 661].

The concept of the information society, which determines the main factor in the development of society, production and use of scientific, technical, and other information, is today the main type of theory of post-industrial society, founded by D. Bell, O. Toffler, I. Masuda. One of the most interesting and developed philosophical concepts of the information society belongs to the Japanese scientist I. Masudi. The main principles of the composition of the future society, presented in his book "Information Society as a Post-Industrial Society" [71], are as follows: the basis of the new society will be computer technology; the information revolution will make possible the mass production of cognitive, systematic information, technology and knowledge; the possibility of solving problems and developing cooperation will increase; intellectual production will become the leading branch of the economy.

According to the adherents of the "information society", information is social in nature. When considering the development of society as a "change of degrees", proponents of the information society theory associate its formation with the dominance of the "fourth", the information sector of the economy, which follows agriculture, industry, and services. It is argued that capital and labor, which are the basis of industrial society, give way to information and knowledge in modern society. Let's try to trace the changes that have really taken place in society recently in the socio-economic, socio-political, and cultural spheres.

*The socio-economic sphere* today is increasingly dependent on information, development, and implementation of new ICT. These technologies allow to radically change relations with consumers and suppliers, create a more effective management system in the enterprise, quickly influence changes in market conditions, create a more flexible system of relations and interactions between different departments and specialists of corporations (i.e. actually move to partnership, implementing a transactional model of ICT).

The uncritical attitude to the theory of information society does not allow to correctly assess the trends of informatization of the socio-economic sphere. One-sided research is related to the absolutization of technological aspects. Obviously, technology cannot be separated from the social and it is an integral part of it. ICT should be considered not only as a set of technical means of communication but also as a set of algorithms and methods of information and communication impact on human beings. Accordingly, each social formation has its own dominant model of ICT due to the existing social relations. There are three types of models: one-way (mobilization) - inherent in the pre-industrial period, the model of social information - the model of the industrial era, and the transactional model - the most adequate to the post-industrial period of society. The main principle that distinguishes these models is the subject-object relationship. The general trend of development of these models, respectively, looks like a transition from a vertical model of information exchange to a horizontal - partnership. The humanistic orientation of these changes is obvious.

One of the approaches, that some researchers associate with the active spread of ICT, is "flexible specialization". The new technological opportunities in the field of communications are building horizontal relationships between employees and employers. The availability of information networks and the ability to process and analyze vast amounts of data today allow us to replace traditional hierarchical relationships in production, avoid unnecessary bureaucratization and create new relationships that are more flexible [68]. Productivity growth as a result of labor intensification and the use of new technologies that reduce jobs is a characteristic feature of the modern economy. As for the emergence of "network enterprises", in this case, we can talk about the direct impact of modern ICT on this type of enterprise. M. Castells gives the following definition of "network enterprise": "By this I mean the organizational form formed around business projects that emerge as a result of cooperation between different components of different firms, which are combined into one network structure for the period over this business project and reconfigures its networks to implement each of the projects "[28, p. 86].

Some researchers believe that the biggest benefit from information and communication innovations get large corporations. Information technology has evolved in such a way that corporations and powerful financial institutions have become the largest consumers. However, we can not deny the significant changes that are taking place in the socio-economic sphere. We can see an increase in interest and attention to mass consumer markets in the relationship between consumers and producers, which is manifested in increased costs for the study of consumer demand, public opinion, and the use of more advanced models of ICT.

Another fact of possible qualitative changes in the socio-economic sphere is the emergence of a new layer of workers, which M. Castells calls "information". These are people who have a good education and high qualifications. As a rule, they are less dependent on the specific organization and are focused primarily on the project they are implementing. Accordingly, they are less likely to be loyal to the organization. They are not interested in the prospect of a salary increase, receiving a bonus for years of service, or honorary participation in a corporate party. These employees are more dependent on short-term contracts, identity with colleagues around the world, whose evaluation of their performance is important to them. Such people attach little importance to their company, university, or newspaper, which can offer little to them in the long run. Thanks to existing achievements, as well as the ability to improve through learning and communicating with their colleagues, they easily move to new projects. And, as a rule, such specialists are in the greatest demand. Some researchers believe that ICT creates a "favorable ground" for the development of such relationships.

In general, we can say that today there have been no decisive changes in social relations and interactions. As before, in today's economy, market criteria remain paramount, and corporate organization dominates. At the same time, it cannot be denied that recently there have been changes in specific forms of organization and orientation of work, changes in the structure of employment, etc. But these and other changes: first, are not always determined by the development of ICT. Second, more advanced ICT models do not always lead to their use. Accordingly, the statement of these changes cannot be a sufficient basis for asserting that we are witnessing a breakthrough in socio-economic relations and interactions.

*In the socio-political sphere,* modern ICTs are becoming the main tool of social and political activity. The principle: "If you are not on the Internet, then you do not exist" in political life has become fundamental. ICT in the socio-political sphere not only informs but also organizes the activities of political structures, recruits supporters of socio-political movements, allowing politicians, parties, and public positions to take leading positions. The Internet is becoming a new area of socio-political activity.

Today, ICT can significantly expand the range of its impact through the improvement of technical and humanitarian methods of impact on specific target audiences, and to increase the effectiveness of the impact. Society and citizens receive much more information through various channels, have the opportunity to communicate with much more people through mobile communications and the Internet. There are online communities that allow you to bring to the Internet the interests, concerns, and opinions of citizens who were previously isolated not only from each other but also from their local governments.

Government agencies are also actively developing the Internet. Currently, in almost all developed countries there are projects to create e-government, which should help both citizens and businesses not only to get more information about the activities of government organizations but also to receive government services online.

These and other examples show that modern technical innovations create a solid basis for the development of transactional models of ICT. Optimistic forecasts say that the Internet will be an ideal tool for future democracy, and citizens will finally be able to use it to exercise their right to control the state. However, most studies and reports do not paint such a rosy picture.

Studies show that "in a world of the deep crisis of political legitimacy and public dissatisfaction with their representatives, the interactive communication channel provided by the Internet finds almost no active users on both sides of the line" [28, p. 189].

In addition to contradictory information about trends in the process of formation of transactional models using ICT, the possibility of mass resuscitation of one-way models using modern ICT is worrying. Many Internet researchers are alarmed about the use of the network by government agencies for the purpose of social control over their citizens. In his recent work, D. Bell wrote about the dangers of "police control" of society with the help of modern ICT.

In his book, L. Lessing [69] showed quite convincingly how software applications can be built on Internet protocols, making it possible to identify communication routes and content, and noting that the government "is interested in exercising less control over the information itself, how many ways to find and obtain it "[6, p. 75]. Here it is appropriate to mention the theory of E. Giddens, according to which we now live in a more complex organized world than before. This complex organization requires increased reflexivity, which means more complete monitoring (through the collection of information) in various areas of human activity by the state [67, p. 178].

Therefore, the lack of established and developed civil society structures, as well as traditions of social control over the actions of political actors may lead to the fact that these technical innovations in the information and communication sphere will become a form of information manipulation and public pressure, as well as political control over their activities. authorities. Accordingly, the spread of modern ICTs in countries with limited information exchange needs may result from the use of new ICTs for regressive purposes.

Thanks to modern ICT, there is an opportunity for the unimpeded exchange of signs, symbols, ideas between citizens of different countries, regions, as well as between representatives of certain social groups, cultures, and civilizations. As a result of the development of ICT, there has been a rapid increase in information exchange, and the consequences of this rise are very contradictory. On the one hand, people in remote parts of the world have a real opportunity to join the world's cultural achievements. On the other hand, intensive information exchange leads to the unification of cultural space, the emergence of a contradictory phenomenon of mass culture, the phenomenon of cultural expansion and, accordingly, resistance to this type of expansion, protection of their cultural traditions, identity, sometimes manifested in the form of fundamentalist tendencies. Active information exchange significantly affects the uneven distribution of scientific and cultural centers in the world. There are many conflicting assessments of the quality of information consumed.

J. Lyotard and G. Schiller believed that the main reason for the emergence of "information garbage" is the fact that information is transformed into a commodity. Lyotard uses such a term as performativity. This means that information is created, analyzed, collected only when it is useful. In his opinion, the desire for performativity causes a decrease in the quality of information and even the demise of some types of higher forms of information - knowledge that does not have this quality. Therefore, the level of knowledge in areas that have a pragmatic orientation (finance, management) is growing, and in less popular (philosophy, aesthetics), which do not meet the criterion of performativity - falls.

The transformation of information into a commodity leads to the fact that commodity relations inevitably extend to the sphere of culture. The organizational principles of the enterprise are transferred to the sphere of culture, where "Dream Factory", "Star Factory", etc. appear. organizational structures that produce products on the principle - "shaft plan". Here we can talk about a balance of interests of the creators of information and its consumers - the mass audience. At first glance, there is a transactional model of interaction. Although in this case, it demonstrates its downside, because there is a desire to indulge in not particularly demanding interests of the masses. However, upon careful analysis, we will see that in fact the principle is implemented here: "entertain learning", or rather "entertain selling". The bulk of entertainment products are available only on market terms. These products, in turn, are a means of marketing goods, primarily American-made.

J. Baudrillard, on the other hand, believes that since modern culture is a culture of signs, the question of the meaning and quality of information should be sought not in the social space, but in the world of signs themselves. The author, thanks to whom the term "simulacrum" became widespread, believes that we have already sunk into the abyss of world symbolism. According to the philosopher, the lack of authenticity of the sign is its generic feature, the signs do not express reality, they simulate it.

Despite the differences between the approaches of J. Lyotard and G. Schiller with the approach of J. Baudrillard, they are united by the fact that in the field of culture the information product does not always have a semantic meaning, at least that which was officially declared. Here arises the philosophical problem of the truth of knowledge, which calls into question not only the concept of "information society", but also the concept of "knowledge society". At the stage of transition to the information society, the problems of further technicalization of society come to the fore, but the problems of its intellectualization, creation, and implementation of new social technologies based on effective use of the main strategic resource of society - knowledge.

At the same time, today we can see a reduction in funding for purely humanitarian research in favor of practical research, which is directly related to the trend of turning information into a commodity. Today, large corporations are playing an increasingly important role in determining the nature and direction of research. "University science" is increasingly forced to adapt to performative criteria, focus on applied disciplines (business administration, public relations, marketing, law, computer science), and reduce funding in areas such as the history of ancient civilizations, philosophy, philology, and more. This leads to the fact that the humanistic aspects of education are less and less in the spotlight. J. Lyotard writes that today no one expects more worthy citizens to leave school, only the most qualified people who work more productively leave it; the only thing that gives education is a chance to get a higher salary "[70, p. 6]. Knowledge, therefore, is increasingly included in the system of commodity relations.

 **Chapter 1: Conclusion**

Socio-philosophical analysis of different periods of society allowed us to draw conclusions about the social conditionality of information and communication technologies, to determine their basic models as well as the dependence of these models on the level of development of social relations.

We have defined ICT as a socially determined set of integrated techniques and methods of information and communication, technical and software tools used in the exchange of products of material and spiritual activities and interaction between individuals, social groups, and groups to collect, process, store, disseminate, display and use of information for regulation and management of life processes.

In general, we can say that no decisive changes in social relations and interactions have occurred nowadays. ICT has not led to any major changes in commodity production, the system of wage labor, and so on. In today's economy, the market criteria remain paramount, and corporate organization dominates. At the same time, it cannot be denied that there have been recent shifts in specific forms of organization and orientation of work, changes in the structure of employment, etc., but the statement of these changes may not be sufficient grounds to say that we are witnessing a breakthrough of socio-economic relations and interactions.

In the socio-political sphere, modern technical innovations create a solid basis for the development of ICT transactional models. Interactivity allows citizens to request the necessary information, express their opinions, and demand personal answers from representatives of the administration, their deputies online. Government agencies are actively mastering the Internet. At present, e-government projects have appeared in almost all developed countries. At the same time, empirical research shows that government agencies and political organizations do not always seek to use modern ICTs for openness policies, and the public, with the exception of the most active citizens, is largely passive.

In general, we can say that in the socio-political sphere, technical innovations in the information sphere can be used by various social and political forces, government agencies to achieve their goals and these goals are determined by social factors.

The use of ICT in the field of culture leads to the fact that people in remote corners of the planet have a real opportunity to join the world achievements in the field of culture, to learn more about new discoveries in science and technology. At the same time, intensive information exchange leads to the unification of cultural space, to the emergence of a contradictory phenomenon of mass culture, to the phenomenon of cultural expansion, and, accordingly, resistance to this type of expansion, protection of their cultural traditions, and identity. The transformation of information into a commodity leads to the fact that commodity relations inevitably extend to the sphere of culture. There is an uneven distribution in the world of scientific and cultural centers. There are many conflicting assessments of the quality of information consumed.

The technical development of communications and information processing has a significant impact on economics, politics, and culture. New opportunities that information communications receive thanks to new technical innovations arouse optimism and, at the same time, anxiety. Optimistic predictions in the early works of information society theorists were gradually replaced by other sentiments of a later period. Vigilance in forecasts is due to the fact that increasing the capacity of the technical component of information and communication impact can be turned not only for the benefit but also to the detriment of man.

**CHAPTER 2**

**SOCIAL STATUS OF INFORMATION COMMUNICATIONS IN POST-INDUSTRIAL SOCIETY**

**2.1. Social aspects of the impact of information and communication technologies on globalization processes**

The problem of changing the social status of information and communication technologies in post-industrial society is closely linked to the conceptual field of globalization, as the coordination of financial markets and the development of international organizations, e-commerce and much more would be impossible without intensifying information exchange with the world. Leading modern philosophers and sociologists as J. Habermas, J. Baudrillard, E. Giddens, W. Beck, N. Luhmann, I. Castells, I. Wallerstein responded with various interpretations of the new state of society in the process of globalization.

Globalization in its familiar scientific sense is seen as a process of merging the political, economic, social, and cultural spheres of different countries through their interaction and the establishment of interdependence in the world community.

Comprehensive communication and comprehensive dependence are influenced by economic processes. The most authoritative in the study of the social foundations of the new "information" economy are the works of Spanish-American researcher M. Castells. The latter makes a significant distinction between the concepts of "information society" and its own concept of "information society". The concepts of the information society emphasize the crucial role of information in society. According to Castells, information and the exchange of information have accompanied the development of civilization throughout human history and have been critical in all societies. At the same time, an "information society" is emerging, which is built in such a way that the generation, processing, and transmission of information have become fundamental sources of productivity and power. He formulated the essence of social changes that occurred as a result of the formation of the "information" economy in the concept of "society of network structures." The network, in his opinion, becomes the basis of social and economic relations in the modern world: people included in a particular network, socially close, and excluded from it, are as if in another society, even with high proximity in space.

Information and communication aspects of socio-economic relations in the context of globalization are characterized by highly contradictory assessments. Some works provide a very optimistic picture of the impact of modern ICT on the socio-economic status of modern society. The symbol of the modern age is the Internet, through which all members of the world community "rule" the world and at the same time, no one has general control over it [66].

At the same time, the economic approach to understanding globalization as exclusively the institutionalization of the world market leads to unacceptable simplifications. Globalization cannot be understood solely as the institutionalization of the world market. The development and spread of market relations on a global scale stimulate the further development of ICT, forcing the search for new options for practical solutions, but scientific, technological, and technological development in some respects is much broader than economic. An example is the Internet, which as a global information network is in many cases valuable and meaningful in itself. Even today, the information circulating on the global Internet exceeds all available resources of traditional media.

The important meaning of information communications during the current stage of development of society is that their use can make a significant contribution to solving global problems of mankind and, above all, the problems associated with the need to overcome the crisis. After all, the methods of information modeling of global processes can provide the ability to predict many crises nowadays, including in the economic sphere. ICTs have become the most important factor in improving the efficiency of management in almost all areas of human activity. In addition, it is necessary to take into account the fact that information communications not only serve the traditional spheres of the economy but also have become a new and significant sector of industry. The turnover of this sector is approaching ten percent of the turnover of the world economy. The giants of the computer, telephone, and television industries, which have become the new owners of the planet, are competing fiercely in the world market.

The way how information communications affect the socio-economic processes of globalization is directly related to the topic of our study. One of the main problems here is the relationship between rich and poor. The highest density and dynamism of globalization in the economy and new technologies (71 percent of global trade, 58 percent of foreign direct investment, 91 percent of all Internet users) is in industrialized countries of North America, Western Europe, and East Asia, where lives only 19 percent of people. There is a widening income gap between one-fifth of the world's "golden billion" population and one-fifth living in the poorest countries. Bauman's statement that there is a real danger that the social ties between the rich and the globalized and the localized poor will be severed, seems fair. This is also due to the fact that labor is changing its essence under the influence of the information revolution, and is increasingly dependent on knowledge and capital, and less and less - on labor [64].

Concerning statements in recent studies on globalization is largely justified. If there is no interdependence between those who have benefited from globalization and those who have lost from it, then there can be no prospect of solidarity, including in the social sphere, not to mention the "global civic solidarity" of J. Habermas. The diagnosis is rather disappointing: economic globalization, despite the intensification of information communications, undermines the historical union between the market economy and existing mechanisms of social protection.

The economic and social dimensions of globalization are organically linked to political processes. Globalization, as an equal to a variety of forces and trends, is increasingly determining an important and influential class of political processes at various levels and forming new political institutions and international regimes (principles, norms, rules, and procedures for decision-making).

Globalization is now seen as a new quality of human interconnectedness and interdependence. And as globalization begins to permeate more and more areas of human life, the question of its institutionalization and the formation of a system of global regulation, endowed with the appropriate amount of authority and legitimacy becomes increasingly important. This global regulation can take many forms. The main ones are global cooperation, in which the existing sovereign states will play a crucial role in pursuing a coordinated global policy, and global governance, in which supranational international organizations would be autonomous from states in the decision-making process.

There are several basic concepts of possible organization of global regulation. All of them involve either the creation of new institutions designed to best respond to new global processes, or the evolution and transformation of existing international organizations ("world government", the transformation of the existing UN system, political management of global development, corporate global governance). Unfortunately, the authors of the concept of "information society" did not devote enough space to consider the consequences of its onset for the cultural life of mankind. This issue was specifically developed only by O. Toffler in his book "Third Wave" and articles on the future of work [54, p. 32–47].

The processes of globalization are accompanied by waves of transformation in the field of culture. Here we are talking mainly about the fabrication of cultural symbols. In the social sciences, this process of universalization, in which there is a unification of lifestyles, symbols of the culture, and transnational norms of culture, is often called the convergence of global culture. The public called this process McDonaldization [73], which led to the creation of Mc-World (according to the first letters of the largest corporations - Mackintosh, McDonald's, Microsoft). Nowadays local cultures and identities are losing their roots and are being replaced by symbols of the commodity world, taken from the advertising and image design of multinational concerns. However, we want to admit that this process is not so clear. The concentration of capital in global information markets also affects the convergence of cultural information and vice versa.

In order to produce and sell products on a global scale, leaders and managers of the largest concerns need to develop local connections both to improve the product and for their global symbols. It allows to introduce the new product innovations and to be more competitive. That is why Z. Bauman speaks of the "end of unambiguity", and R. Robertson proposes to replace the central concept of cultural globalization with the concept of "glocalization", ie a combination of the words "globalization" and "localization".

According to R. Robertson, local and global do not exclude but complement each other with the priority of the global. Thus, the new global world needs to be described in the light of such trends as “homogenization and heterogenization". These simultaneous tendencies are ultimately complementary and interpenetrating each other, but they can counteract each other in specific situations, "[74, p. 40]. R. Robertson's theory draws attention to the cultural aspects of globalization and the importance of collective (social) ideas about the global nature of social processes that are created as a result of the media.

L. Appadurai considers the tension between cultural homogenization and cultural heterogenization to be the central problem of today's global interaction. The point is that either globalization will make the world more and more the same, or it will increasingly resist cultural unification. The essence of Appadurai's analysis is to criticize cultural production, during which Western TNCs impose "virtual" life forms "from television" on non-Western countries [61].

The main contradiction is between the globalization of the world and the identity of a particular community, and between the leveling of the technology of cyberspace and the presence in it of small ethnic and cultural groups claiming to preserve privacy. According to M. Castells, network structures are both a means and a result of the globalization of society [31, p. 300]. Above all, the subjects of this resistance include religious, environmental, feminist organizations and movements. The most stable among the custodians of tradition is the language and its communicative capabilities in support of the desire for national and cultural identity [29, p. 21].

In fact, we can observe that global knowledge is concentrated in a relatively small circle of participants in special international interactions, in the daily life of the average person, in the daily design of their behavior, as rule, knowledge of global interdependence is very small. There is no consciousness of globality, the mass feeling of oneself, first of all, as citizens of the world. Even new virtual, imaginary spaces connected by the latest technology are limited.

**2.2. New social forces and information conflicts of post-industrial society**

None of the philosophers who wrote about the information society 15-20 years ago doubted the exceptionally positive results of the renewal of all human life in this new formation. The result of it is overly optimistic forecasts. The reason for this discrepancy between the real results and the results of research is related to the absolutization of technological aspects. Indeed, scientific and technological progress in the second half of the twentieth century was the main reason for the rapid economic growth of developed countries in a stable economic environment, but the active use of scientific and technical knowledge in production was primarily due to social relations.

The real basis of the economy of post-industrial society is human and not some abstract surplus value, which really arises by reducing production costs in a particular group of enterprises, but only as a result of creative human activity. The highly professional human activity is a source of higher productivity, usually created through the use of new technologies, and sometimes through the improved methods of organization of production.

According to V. Lyon, conversations of theorists of post-industrial society about changing the foundations of social organization, which no longer provides for the former forms of social stratification and mobility, serve "to distract the real class stratification, which is based on stratification of property" [39, p. 12]. Here it seems appropriate to mention the classic of information theory N. Wiener, who argued that it is the owners of ICT tools that can have a significant impact on society [10, p. 235].

Nowadays the Internet, not computers, has become a symbol of the modern era. This means that the ICT, related to the transmission of information in space, now largely dominates in the relationship between people and, accordingly, it will be predominant in the economic interaction of subjects. ICTs show themselves, first of all, in the transmission of information between the subjects of economic relations, and in the alignment or creation of distortions of the information field of the market. Accordingly, the development of the side of ICT, which is responsible for the transfer of information in space, improving its methods, ways, will contribute to the intensification of economic cooperation. The words of the researcher of information production deserve attention, who claims that “the main contradiction of the industrial economy - between labor and capital - is replaced by a larger conflict between the owners of information capital on the one hand, and owners of physical and monetary capital - on the other [57, p. . 41].

The creators of information, and those who control the process of materialization of information may have many reasons for counteracting the increase in information exchange. But there are many facts that suggest that the owners of information materialization channels will be in conflict with the creators of information.

For technological advancement of both economic and socio-political competitors, at one time the owner had to create conditions for accelerated development of research and rapid implementation of scientific results, raise education, organize a wide information network, largely go to freedom of information, and social protection. create relatively good living conditions for the population. Qualification and literacy of personnel, creating interest in work in areas related to new technologies play a particularly important role.

Nowadays these creative, and sometimes intangibly motivated professionals accumulate the most important strategic resources (knowledge and information), on which the sustainability of social progress increasingly depends. Former forms of management, both by these people and by information resources, are ineffective or completely ineffective. An indicator that signals new trends in the development of socio-economic relations is the process of increasing social status and sharing in the national wealth of the countries concerned extremely narrow, so to speak, the elite layer of highly efficient workers. These are people working in the fields of soft-tech and high-tech, in the field of production services (banking, finance, insurance, etc.), in the media. Since innovation is the main source of productivity, then knowledge and information are the main materials of the new production process, and if education is the key quality of work, then new producers in information capitalism are those creators of knowledge whose contribution is most valuable to the company, region, and national economy. This category of information producers includes a very large group of managers, professionals, and technicians, who eventually form a "collective worker". They are characterized by a high standard of living, high prestige, etc. At the same time, people who are unable to keep up with the times and constantly upgrade their skills are falling out of the competition. The former social division of employees between the new middle class and the working class is being replaced by a social divide between the informational modern workforce embodied in the elite middle class and the bulk of the traditional tribal workforce.

According to some researchers, the modern economy is characterized by a tendency to a constant increase of scientists and researchers in the workforce, which indicates a new type of innovative worker [76; 77]. R. Florida in his book "Creative Class" writes that in the modern economy of knowledge, creativity is becoming increasingly important, more and more value arises from the creation of radically new or transformation of existing forms. He says that creativity is a large-scale, continuous practice, a process that has its own logic. However, creativity, unlike other factors of production, is inseparable from its carriers - creative managers and professionals who make up a new class of creators. The creative class consists of people who produce economic values [56]. The researcher identifies in the "new class" the core, which includes those whose work is to develop and create innovations, scientists, engineers, university professors, poets, writers, artists, actors, designers, publicists, commentators, analysts who form the public opinion. In addition to those who are at the core of the employment category, he enrolls in a creative class of professionals working in a number of fields based on knowledge: high technology, finance, law, health, business management. These people are involved in creative problem solving, but creating new methods and products is not their direct responsibility. Conditions of employment of creative specialists are becoming flexible, horizontal careers are becoming more widespread.

Confirmation of the above theories about the emergence of a new type of worker, which can be called a new elite, are the specific facts of increasing the activity of various social groups directly related to the production of new knowledge. Information producers can be fully attributed to Internet users. M. Castells calls the latter hackers, believing, unlike many, that this term has nothing to do with cybercrime [28, p. 57]. Hackers are the creators of the technical basis of the Internet. The main link in their value system is the freedom of creativity, the freedom to use any available knowledge and freely disseminate it. Commitments in this world are limited to maintaining the principle of free access to information about any program with the right to change it.

Nowadays both government organizations and large corporations use technical innovations in the information and communication field. And, paradoxically that the technical pioneers of the Internet were libertarians, and anarchists, who provided the technical opportunity to reveal anonymity and restrict privacy for ideological reasons. The struggle between the creators of information and the owners of the main communication channels is objective. In modern society, the control of communication at various levels is not only maintained but also strengthened. The speed and reliability of transmission and receipt of information become one of the resources of domination, which is not only the possession of nominal positions in the hierarchy of power relations but also the ability to control "areas of uncertainty" [79, p. 1].

Increased public availability of information combined with the possibility of its almost instantaneous transmission undermines the stable monopoly of legitimate symbolic violence, which belonged to the state and its officials [8]. Control of information is now available not only to elites with large capital but, to some extent, to all ICT users.

Researchers based on a detailed analysis of foreign literature on the problems of the new middle class have constructed a theoretical model of a typical representative of the newest layer of this class - the information producer [59]. There are four main factors in its formation.

The first one is a flexible inequality in the quality of education and in the amount of real intellectual capital. By this, we mean the fact that formal inequality in access to complete secondary and higher education has been replaced by hidden ones. This was made possible by selection mechanisms aimed at selecting the most trained young people for elite universities. Informal inequality is growing as a result of the ever-increasing contribution of the family with its not only material but also cultural resources (cultural capital) in the reproduction of physical, human, and power capital of new generations of socially advanced individuals.

The second one is the specific positions held by information workers in a capitalist society. Researchers believe that these positions are qualitatively different from the positions of the classical representatives of the so-called "new middle class", which was formed in the middle of the XX century. Shkaratan and his colleagues believe that information workers should be considered as part of the capitalist class, ie the elite class [59, p. 9].

Thirdly, it points to their specific positions in the system of labor relations. These employees are hired, but at the same time are able to independently control the work process. These workers create specific horizontal working relationships, and sometimes become independent producers, implementing their own market strategies.

And, finally, it points to the specific features of the content of information workers, which include the ability to work with new ICT, willingness to change activities, autonomy, independence and predictability in work, the employee's ability to pose problems and find solutions, ability to act in extreme situations and make non-standard decisions, readiness for constant creative activity, etc.

The emergence of new social strata, the growth of its role in socio-economic and increasing activity in the political sphere leads to contradictory results. On the one hand, as the historical analysis in the first chapter of our study shows, the growing complexity of social relations associated with the emergence of large numbers of intellectual workers in developed countries inevitably leads to accounting and use of all semiotic aspects of information: symbolic, semantic and pragmatic. This, in its turn, leads to the transition of information and communication processes from the mode of monologue to the mode of dialogue, and to partnership communication with the use of the transactional model of communication. On the other hand, the process of commodification of information through the system of ownership of information and communication channels can have negative consequences for society.

Therefore, there is a need to deepen the understanding of the philosophical principle of humanism in today's world of rapid development of ICT and methods of informational influence. Here a lot depends on the subjects of information and communication influence, as well as on the nature of social relations between these subjects. The activities of the subjects of information in the modern world will ultimately be determined by social factors. Analysis of both new and traditional subjects in the information and communication process shows that such can be elites, government agencies, transnational corporations, and international NGOs. In some countries, where democratic traditions have taken root and civil society structures do exist, the subjects of information and communication processes may be representatives of the mass media and some groups of the public.

The development and dissemination of new ICTs in countries where pre-industrial and industrial relations still prevail, where there are no democratic traditions, no mature civil society institutions, can not give the expected effect without additional efforts to reorganize the social space in these countries. The development through technocratic mediatization (using only software and imitation ICT) and the commodification of information, and/or its transformation into a zone of power and disciplinary control makes it very problematic to use ICT as a tool of social stability and the basis for further economic, political and social development. Moreover, the introduction of these technically advanced information and communication tools can provide a powerful tool in the hands of those social groups that are interested in preserving outdated social relations.

**2.3. Simulation information and communication technologies and the problem of virtualization of social reality**

The emergence of opportunities for information modeling with the help of new technologies marked the emergence of new opportunities to enhance the effectiveness of information and communication impact through the creation of virtual reality.

In modern society with its intensive flows of information and rapid speed of all processes, including social, a man needs more intensive ways of recreation than in traditional society. This is taken into account by modern ICTs, which use topics related to leisure and entertainment. The main thing is to create an illusory, mythologized, pseudo-realistic picture of the world. The world itself is not perceived objectively and serves only to fulfill desires and unrealistic images, illusions detached from reality.

Nowadays many authors believe that the technological innovations at the end of the twentieth century have led to a qualitative shift, as a result of which the imagination has become one of the determining social factors, which, in its turn, gave rise to many "imaginary worlds". Thus, in his book "Modernity in Space: Cultural Dimensions of Globalization" [62] Arjun Appadurai constantly uses the term "imagination work" (an obvious allusion to Freud's "dream-work") and emphasizes the unprecedented importance of imagination in today's social life. The initial message is that electronic intermediaries radically change the entire field of mass media and significantly affect traditional means of communication. Due to the multiplicity of their forms and intensive penetration into everyday life, they provide new resources and new frameworks for the imaginative construction of human "I" and social worlds. An important factor in change is not only new media forms but also a significant increase in human mobility.

At the same time, information "processed" with the help of advanced technologies, which is not always knowledge, poses a potential threat. Human interaction (not always conscious) with simulations of social facts, institutions gradually immerses him in a new not entirely subjective and not entirely objective reality with the nature of the game environment. In the process of communicating with the facts of this virtual reality (simulacra - according to Baudrillard), the subject receives a set of experiences that not only accompany but also motivate his activities, encouraging its further continuation and deepening. This leads, according to J. Baudrillard, to the fact that "we have ceased to relate to the realm of the real" [63, p. 12].

Socio-philosophical interpretation of the interaction of ICT and social relations of post-industrial society suggests that the creation of simulated socio-institutional practice leads to the fact that social processes become fully predictable and programmable [63, p. 155]. Consequences acquire a certain autonomy, which makes it possible to reverse the causes. This allows us to talk about the reverse effect of information on reality and that we "enter into pure fiction and open the illusion of the world" [63, p. 170].

Nowadays social organization and ICT form a "symbiosis" when it comes to the emergence of imitative ICTs, which are the basis for the implementation of social technologies of modern society in economics, politics, science, and culture. This allows us to talk about the changing status of ICTs, which are becoming a tool of virtualization and completely change the quality of social governance and spiritual production.

The concept of "social technology" can be described as practically oriented social knowledge used by subjects of social interactions that make an informational influence on the consciousness and behavior of people, social groups through a system of public discourses in social governance and spiritual production. One of the first attempts to give a scientifically sound definition of "social technology" positions was made by K. Mannheim [41]. According to him, "social technology" is a set of methods that influence human behavior in both totalitarian and democratic societies; as a means of social control and an effective tool for shaping public opinion; as a universal mechanism for the production and replication of ideas.

However, before beginning the transformation, it is necessary to prepare a person capable of carrying out these transformations. Therefore, one of these social technologies, according to K. Mannheim, is education, its successful operation, and development.

The use of social technologies with the use of new ICT in the social processes of modern society has become a powerful resource that allows you to identify and use the hidden potential of the social system, increase the effectiveness of managerial influence, and solve many social problems.

At the same time, thanks to the "symbiosis" of modern ICT and social technologies, for the first time in human history, there is a real opportunity to change the traditional relationship of such prerequisites for individual human existence and its formation as a person, as social relations and information exchange. Information as a function of society, which allows not only to adapt but also to adapt to the external environment, increasingly has its source in society itself.

Currently, the programs of social behavior and value orientations, which have developed over a long period of time and under the influence of social experience, can be changed or abolished by improving the means of informational influence on people, both by purposeful and unintentional influence and the transition of the quantitative predominance of "processed" information over the objective (obtained directly from social experience and contact with the environment) into a new qualitative state.

It would be wrong to talk about direct technologies of manipulation and management of a human being. The new semantic connotations are gaining great importance, which indicates a change in the mechanisms of information and communication influence, which refuse from the straightforward technologies of power and replace them with hidden, implicit, that create an illusion of democracy. At the same time, the thinking formed by the mass media shows a stable immunity to the ability to rationally critically comprehend reality. Many prominent scholars of our time point the new forms of ideologizing, including through the formation of human consciousness-acquirer.

The study of the influence of mass media and communication on human consciousness and the unconscious allows us to reach new methodological aspects of the formation of the information society and the role of ideology in this process.

This raises the question of restrictions on human freedom. On the one hand, virtuality gives a person a new degree of freedom. New ICTs create unique opportunities for direct dialogue between people, regardless of the situation and their physical location. But on the other hand, ICTs can not only facilitate communication but also complicate it due to their instrumental nature. In essence, there is a colonization of the space of communication of the ordinary world of life with advanced technologies, which poses a threat of destruction of the individual, because human intelligence and experience can not act like a computer. Even in the field of science, there is a phenomenon of redundant information, which complicates the capabilities of the subject, who tries to think critically, not to mention the field of ideology, where subjectivism and prejudice have always been the norm.

Simulation ICTs have the potential to destroy many constitutive elements in the traditional structure of human experience, to bring it under control, and in the long run to replace it altogether. A person cannot be free from society as a whole, but he must be able to be free from individuals or groups. But he should not become an information product that depends on the "information designer". These individuals or groups, guided by their historically limited and subjective values ​​and preferences, establish far-reaching ways of personal development in the future, which they can not predict at all.

The predominance of information simulators can dramatically change the fundamental relationship between subject and object (practice and cognition), which sets the basic attitudes and values of consciousness. There are questions about the possession of freedom of will of humans, the freedom to create their own destiny. Human-subject once again becomes the object of influence as in the pre-industrial era.

The predominance of targeted (idealized) information with the growing technical and methodological power of ICT can lead to changes in the deep mechanisms that shape self-awareness, self-understanding, self-esteem, and hence significant changes in moral and ethical norms, values ​​, and ideals. And it's not so much whether this imaginative information is "opium for the masses", or a means of escapism, or an elite occupation, or an element of the contemplative life, but that virtual reality through ICT simulation is really becoming today's organizing element of social practices.

 **Chapter 2: Conclusion**

The statement that globalization with the help of new ICTs creates the features of a new "network world" in which all regions, states, and nations are connected, may be opposed to the thesis of a globalized world center or centers of power. The nature of this administration will be influenced not only by modern means of communication, but also by the system of nation-states, the world capitalist economy, the world military order, and the international division of labor.

The emergence of a globalized economy using modern ICTs has led to the emergence of new social groups, including "information workers". Their specific qualities, like the growing role of this type of workers in socio-economic and increasing activity in the political sphere, lead to the increasing complexity of social relations, which is reflected in modern information conflicts and leads to the use of all semiotic aspects of information: symbolic, semantic and pragmatic.

New ICTs create unique opportunities for direct dialogue between people, regardless of the situation and their physical location. But on the other hand, ICTs can not only facilitate communication but also complicate it due to their instrumental nature. Simulation ICTs have the potential to destroy many constitutive elements in the traditional structure of human experience, to bring it under control, and in the long run to replace it altogether. This, in turn, can lead to changes in the deep mechanisms that shape human self-awareness. Therefore, in today's world of rapid development of ICT, methods of informational influence, there is a need for an in-depth understanding of the philosophical principle of humanism.

Thus, we want to admit that the ways of development of informatization of society will be associated with difficulties and threatening conflicts, but these conflicts will be caused not only by technical problems of informatization or communication. First of all, these are the problems of society itself and it requires efforts in the social sphere to solve them.

**CHAPTER 3**

**MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE SYSTEM OF POLITICAL REGULATION OF SOCIAL RELATIONS**

**3.1. Analysis of international experience in the use of modern information and communication technologies in the socio-political area**

The unprecedented strengthening of the power of corporations in a globalizing world, the focus on capturing new markets in different countries and regions, forces them to act not only as an economic or financial, but also a political force. At the same time, the analysis of the activities of modern states shows that they are not going to part with their sovereignty, there is a growing role of socio-political regulation of informatization of society, as well as trends in resistance to this regulation. The third factor influencing social processes is the public, which uses both traditional (organizational) schemes to promote their interests and new tools based on modern ICT.

All three main forces in each country have different levels of influence, which, accordingly, determines the outcome of their interaction, including in the processes of informatization of these countries. Clarifying the relationship between these major forces can be done in both conventional and unconventional ways, as well as through the use of antidisciplinary practices.

Almost all authors note the growing interdependence of political regulatory structures and major economic subjects. Nowadays business structures are connected with public authorities, public and political structures at all major stages of their formation and development.

The most important aspect of the information policy of any state is the regulation of the market of information products and services, including the impact on technological progress, innovation and investment processes, as well as privatization processes in the information sphere. The most important direction of state regulation of the market of information products and services is to maintain competition, combating the monopoly of individual producers. On the other hand, the concentration of ownership allows increasing the economic power of enterprises. Therefore, government regulation of this market must be extremely balanced.

The association of different companies at the national and interstate levels must be done under the control of the relevant government agencies, which determines whether the association will lead to a monopoly that will reduce the quality and variety of services over time. For example, all major US companies such as AT&T, Microsoft, IBM, and television companies that are now looking for partners in their own and foreign markets, are under the close eye of the relevant government agencies - the Federal Communications Commission and the US Department of Justice [37, with. 15–17].

In developed countries, organizations are created to promote mutual understanding between politicians and the business community. An example of this is the Industry and Parliament Trust (IPT) in the UK. Its activities help business representatives to better understand government problems and contribute to achieving positive changes.

A democratic state governed by the rule of law must constantly maintain public relations on the basis of mutual understanding and exchange of information on all aspects of society. The main goal is to establish a mechanism for using communication as a resource for public policy. The communication capabilities of public authorities are not only the availability of effective information channels but also the ability to communicate with the public, explain their decisions to society, hear the requests of various social groups. Lack of "transparency" in the activities of the state and timely informing the public about the near future, the expected results create the preconditions for the alienation of the population from government institutions, which causes distrust in government programs and decisions.

The specifics of the current development of modern society, radical transformation of public administration, change in the scope of state regulation entails modification of both flows and volumes of incoming information, consistent with the competent principle of information support in public administration. The nature and amount of information received by public authorities must be consistent with the functions assigned to that authority. Ensuring this compliance is a prerequisite for the effectiveness of public administration.

Recently the Internet has rapidly become one of the leaders in electronic information communications in the socio-political sphere. Today it is the most important element of the information infrastructure both within the countries and the whole world community. The Internet creates new opportunities in the socio-political sphere compared to the generally accepted media and communication. These features include:

* providing access to global databases and information resources in real-time;
* the ability to communicate freely with colleagues, like-minded people;
* the possibility to create public organizations that do not require any registration and permits, uncontrolled online, the possibility of unobtrusive propaganda;
* preparation of the election campaign on the Internet in terms of presenting candidates and communicating with them;
* the ability to ask questions and get answers from computer respondents, which allows you to form an idea of ​​the electorate, its mood, conduct, monitor public opinion;
* implementation of other provisions of technologies for preparing and conducting election campaigns;
* freedom to disseminate information on the Internet: communication on computer networks is still the least prone to legal regulation, censorship, and other types of filtering;
* unlimited possibilities of placing computer information in combination with the advantages of all other media - entertainment TV, ease of perception of the message, the ability to communicate in a dialog mode.

Thus, the main advantages of the global network include ease, speed, and low cost of publication; the ability to access published information from anywhere in the world; interactivity; uncertain status of online publication (the ability to publish information that is not appropriate in format or content for traditional media). The information field is constantly updated on the Internet. It consists of various sources: traditional media, opinions of leaders and political authorities, and anonymous sources.

The Internet allows not only to use traditional forms of propaganda in the election process but also to modernize them and quickly bring them to the user. The Internet is able to more effectively influence the opinion of voters by providing not only information programs but also analytical products that contain sociological, political, and empirical facts. Nowadays the Internet is the fastest-growing system of access to the electorate. In recent years the socio-political lexicon has been enriched by the concepts of "virtual democracy", "cyberdemocracy", "cyberpolitics", "digital democracy", "computer-mediated political communication", "communication democracy", "electronic citizenship" and others. The concept of "e-government" has acquired the most concrete embodiment in socio-political reality.

According to Western and some domestic experts, in the coming years e-government will become the main means of ensuring the openness of government to the general public, which, of course, should be taken into account in socio-political activities. "E-government" refers to the use of information technology, including the Internet, as the most accessible means of electronic interaction, in order to convey government information and communicate public services to citizens, businesses, and government agencies.

Definitions of e-government are formulated by experts on different principles. Some authors prefer descriptive definitions, focusing on the transformations that are taking place in society and its individual structures through the introduction of e-government. Others choose the applied aspect of e-government and simply list the different use of its individual tools. There are technical terms that focus purely on the technological solutions used and specific software products. As well as economic terms focused on maximum efficiency of government.

In countries that were among the first to pay serious attention to IT development, especially in the United States and the United Kingdom, e-government is seen more as a concept aimed at improving the efficiency of the state as a whole. Also, in many countries, programs for the introduction and development of electronic technologies have acquired the status of government programs. As part of the work on the creation of "e-governments" in developed countries, portals have been created to inform the public and provide services on a wide range of issues. The source of information about the legislature on these portals is both specialized sections of government portals focused on the legislative branch, and the websites of parliaments and chambers of parliament.

At the same time, there are many theoretical, humanitarian, and technological problems with the introduction of e-government both in our country and abroad.

O. Yemelyanenko emphasizes that the term "e-government" is quite difficult to translate into Ukrainian. The word "government" can also be referred to as "electronic state", "electronic state apparatus", "electronic infrastructure of the state", "information society state", etc. [25]. This ambiguity creates a misunderstanding between ICT management professionals and civil servants who work with it.

In the EU, e-government is considered to be one of the most important tools for providing information to society. At the same time, it is beginning to be seen as a key factor in increasing the competitiveness of EU member states. Back in September 2003, the European Commission, noting the importance of e-government for Europe's future, defined it as "the use of information and telecommunications technologies in public administrations in conjunction with organizational change and the acquisition of new skills to improve public services and democratic processes." strengthening public policy support. E-government is a means to increase efficient public service. It simplifies the implementation of public policy and helps the public sector to cope with conflicting requirements: on the one hand - to expand services and improve their quality, and on the other - to increase resource savings "[22, p. 141].

The introduction of innovations in business is usually initiated in order to promote their products and create a promising market. Public organizations encourage the introduction of innovations where it contributes to the protection of the rights and freedoms of citizens, and increases their social security, strengthens the democratic foundations of society. Representatives of these two sectors are already lobbying for innovation at the state level. With successful lobbying to promote innovation and encourage their implementation, government agencies are involved, involving in this process all state institutions (education system, budget programs, tax system, legal system, etc.). In fact, the state can initiate the e-government program itself, but here, as practice shows, there are a number of problems related to motivation, as well as professional and socio-psychological adaptation of civil servants to work with e-government. The new information concept of the government requires much stricter professional requirements for civil servants. And not everyone will be able to meet these requirements. The job relevance of many civil servants is questionable.

When the initiative is directed by business and the public, there is a natural selection of officials. Those, who are unable to meet the new professional requirements, set by the public as an employer of the state apparatus, are forced to resign and free up space for those who are willing to embrace innovation and actively apply it. Thus, the initiative from the outside determines the initiative within the government as a way to keep the job and ensure career growth.

In this regard, there are significant differences in the definitions of Western researchers mentioned above (e-government as an opportunity to improve public services), and typically technocratic definitions of developers of the domestic concept of e-government, where there are no socio-economic aspects. According to it, e-government is the government in which the whole set of both internal and external connections and processes is maintained and provided by appropriate information and computer technologies [4]. E-government refers to internal information systems, support for administrative functions of government agencies, including data and information management, electronic records, and information flows [25].

The results of a study on citizen and business services in the EU [65] confirm that saving time and increasing flexibility is among the most understandable benefits of e-government. According to these results, thanks to online services, citizens and businesses save on average more than an hour to service one transaction. In the field of taxation, electronic tax returns have already saved European citizens who want to receive a refund of overpaid income taxes more than seven million hours a year.

At the same time, government agencies at all levels, which are struggling to balance their small budgets, need convincing justification for new investment in e-government. However, most government ROI assessment methodologies still focus on the return on e-government investment for government agencies themselves and do not measure the benefits of e-government investment for citizens and businesses.

According to European experts, the main results of the implementation of e-government should include:

* improvement of the quality of information services provided by government agencies;
* reduction of customer service time (citizens and businesses);
* reduction of administrative barriers; reduction of administration costs;
* expanding the list of public services;
* improving the efficiency of government agencies and the quality of their services to citizens and businesses;
* improvement of customer satisfaction.

E-government can not only be seen as another applied solution, a way to modernize existing structures and social relations, but as an independent idea of ​​a comprehensive transformation of the very principles of government.

Summing up, we can say that the concept of e-government in a broad sense includes the following socio-humanitarian and technological components:

■ a system of new relationships, direct and indirect relationships between the main actors in the management of social processes, carried out using modern information and communication tools to ensure constitutional rights and freedoms of citizens, improve the quality of government services and increase the efficiency of public administration;

■ a functional state computer system with its respective services, designed for the government to perform its functions through various types of electronic services (Internet, mobile communications, digital television, call centers, etc.) and for interaction with the public, companies, public organizations, government agencies, and foreigners;

■ an external government information system or the so-called government web portal or the national internet development portal;

■ internal government information system, which includes electronic document management and accounting systems (for example, accounting system, personnel accounting system, etc.);

■ the state system of ensuring comprehensive information security.

The following criteria are put forward as a justification for the need and importance of implementing the concept of e-government:

* openness of the government to citizens of the country and foreigners;
* increasing the efficiency and effectiveness of management decisions;
* reducing the cost of maintaining the state apparatus and increasing the productivity of civil servants;
* fight against corruption in government structures, etc.

There are several segments of e-government:

■ interaction of state bodies with citizens;

■ interaction of government agencies with private business;

■ interaction of state bodies with public organizations and local self-government bodies;

■ interaction of government agencies with partners and providers of necessary services;

■ interaction between government agencies (between the legislature, the executive and the judiciary; between ministries and departments of the central government; between federal and regional authorities; between individual civil servants (politicians);

■ interaction of state bodies of a certain country with foreign subjects (foreign citizens, business, governments of other countries, and international organizations) [18].

Thus, e-government is an online service for citizens and businesses on a single portal, the electronic document management in government and parliamentary structures, a common database for various government agencies to prevent duplication of information and re-expenditure, a specialized information network (intranet) for intra-government transactions, extensive information and telecommunications infrastructure, cryptographic systems and other means of protecting information, including personal data, digital signature, electronic key, smart card, other means of authorizing access to information and transactions with it.

**3.2. Peculiarities of the usage of innovation ICT in the socio-political conditions of modern Ukraine**

In countries that are still developing, including Ukraine, the information component plays a special role in public administration. The government's information policy can both promote the rapid establishment of new social orders and distort the democratic orientation of the socio-political process.

Contrary to developed countries, in Ukraine, out of the three main strategic social forces: business structures, the public, and the state, the latter has the greatest influence. Accordingly, the activity of business structures in modern Ukraine largely depends on their relationship with government agencies. Public structures and organizations are of less importance in our country. This is related to the difficult socio-economic situation, imperfect legislation, ongoing reforms, and their consequences, and, moreover, to the weakness of NGOs and movements, lack of professionalism, and experience in working with the public in the new environment.

The formation of a democratic state governed by the rule of law and civil society in Ukraine is taking place not only in the context of domestic political and economic problems but also against the background of globalization and informatization. This also affects the formation of a new system of social and political relations. Therefore, today we are talking about the importance of ICT not only for the coordination of diverse social forces and achieving the stability of society but also for the formation of the country's reputation on a geopolitical scale.

The situation when socio-political relations within the country are determined by the dominant force - the state and scattered weak and dependent on the state minority forces occurs, and it undoubtedly creates the conditions for the predominance of one-way model and model of public information. On the other hand, the processes of globalization of economic and political life, investment dependence, the economic influence of multinational corporations, cultural expansion force government agencies to seek allies in the domestic business community, creating conditions for the formation of ICT transactional models.

Public authorities in Ukraine, as the coordinator of political life, are responsible for the observance of not only the state but also public interests. Therefore, state-building cannot be successful without the involvement of the public, and on the basis of a permanent mechanism of interaction between the state and society. Modern states using social policy can influence the social position of individuals and entire segments of the population, gaining their loyalty and support. The process of informing about the state's social policy means regular articulating its position in the media regarding the reform of secondary and higher education, announcing the most important decisions of the state to increase pensions, benefits for various categories, state aid to the disabled, and low-income people, etc.

The activity of preserving political stability in the country and creating a system of social cooperation is somewhat similar to the activity of forming a corporate culture of the enterprise. At the national level, as well as at the organizational level, it is necessary to purposefully establish work on interaction with the internal audience, create new and use existing information channels, but most importantly - understand the meaning and significance of this activity.

Socio-political stability can be defined through the concept of functionality. The social system is considered stable when the interaction of its components ensures the proper functioning of the system and leads to its reproduction. Thus, political stability is a system of connections, including public and information, between different political subjects, which is characterized by certain integrity and the ability to effectively implement its functions. From this definition, it is clear that the system of public and information relations is crucial for maintaining political stability in society.

Speaking about the state information policy, the development of the regulatory framework in the field of information, informatization, and communication is extremely important, and it provides for the following main aspects:

* access to information;
* legal protection of copyright and related rights in general and rights to computer programs and databases;
* protection of personal information;
* the legal force and application of electronic, computer and
* telematic document;
* electronic contracts and electronic data exchange;
* procedural legislation;
* cybercrime;
* telecommunications legislation (with a liberal tendency).

Nowadays is a period of rethinking the activities of structures that

ensure the development of the information sphere of state power. If earlier their main task was to provide public authorities with communications, computers, information, now the main emphasis should be shifted to the formation of national information infrastructure and information resources that public authorities and local governments would use along with other subjects of society. There is a danger of growing state interference in the field of personal data and encryption of information, which may threaten the privacy of citizens. However, state control over information infrastructure and information encryption technologies should not restrict citizens' rights to personal, family, and trade secrets.

The relations of commercial structures with public authorities are built at the state level and at the level of regions, cities, actively using a wide range of forms, means, and methods of public relations. Unlike the central ones, local authorities interact more closely and effectively with companies in their regions. Practice shows that it makes sense for regional authorities to cover meetings of local administrations in more detail, specifically offering cooperation in the socio-economic development of the region, the formation of targeted programs in the field of ecology and social orientation.

Social advertising is often used as an effective tool for social policy. It is designed for the widest audience, which is concerned about universal problems: the fight against violence, nature protection, the health of children (and society), drug addiction, etc. The purpose of social advertising is to change the attitude of the population to any problem, and in the long run - to create new social values. In our opinion, social advertising is part of the transactional model of information and communication interaction. This is a modern way of disseminating socially significant, important, or useful material, carried out by methods of advertising in the interests of society. One can agree with some authors who propose to consider "social advertising as a form of public reflection, as an awareness of civil responsibility" [45, p. 17]

In Ukraine, the social advertising market is in the early stage. In addition to the chaos and small budget of advertising campaigns, we must take into account the lack of a single regulatory body and the developed laws to regulate advertising. At the same time, the social reforms being carried out in the country require informational support and the development of clear moral and legal norms, according to which not only society but also the individual will develop. Social advertising in Ukraine should raise issues that may affect the formation of a positive Ukrainian worldview, as well as the promotion of moral and ethical values ​​and norms, behavior, social responsibility of various forms of business, etc. Undoubtedly, in addition to positive signs, such as the promotion of a healthy lifestyle, tolerance, order, etc., social advertising can pursue a hidden commercial and political goal. That is why its systematic development in Ukraine is possible only with correspondence to democratic values ​​[2].

Social advertising uses various "tools" in their work. The motives and functions of social advertising in different countries are similar, but not always the same. It is important to emphasize that the higher the level of well-being of citizens, the more effective and diverse is social advertising. Modern television social advertising in Ukraine is divided into two main components. These are primarily videos ordered by various government agencies - the Ministry of Health, police, fiscal authorities, etc. They advertise the "right" way of public and private life. They send messages about the harms of drugs or nicotine, the benefits of paying taxes, and more. Another component, much smaller in volume, is videos commissioned by non-governmental organizations.

Social advertising is actively developing rapidly in Ukraine and becoming a field for numerous studies, discussed at various conferences. Competitions, festivals, conferences, and seminars are held in this direction, the experience exchange with foreign partners and colleagues is happening.

The task of creating a positive reputation for our country is directly related to the function of protecting the country's sovereignty and national interests. The reputational capital of any organization (financial, industrial, or socio-political) allows it to more effectively solve the tasks set before it, to attract investment, highly qualified personnel. In addition, a good reputation provides an additional resource for organizations in crisis situations. Note that it is a question of reputation, not image or publicity.

The need for purposeful formation of the image of the authorities is explained by the fact that the spontaneous formation of the image occurs under the influence of random information, and, of course, such an image is rarely positive. The formation of a purposeful image includes the following stages:

- Identification of already formed ideas of the population about the state institution.

- Determination of how the population would like to see the state institution and what it expects from its activities.

- Creation of the image of the object in response to the preferences and expectations of the population.

- Practical activities for image formation. Translation of the constructed model into reality.

- Adjustment of the model in the implementation process, control over the implementation of strategic and operational plans.

- Support, monitoring, and modernization of the formed image and modernization.

Thus, we see that the formation of a positive reputation requires popularity, preferably positive, and an image that is created artificially by the organization and which will have to be tested by the target audience. The strange fact is that there is popularity in Ukraine, as well as a reputation, but there is still complete uncertainty about the image of our country.

Nowadays the battle between the images of states, social systems, unions and blocs, politicians, armies, and other socio-political subjects has intensified. The United States is active, aggressive, and large-scale here. Recently, new special structures have been set up in the State Department to further increase America's "global PR. Serious information work with both the internal and external public is carried out by the German federal government. The activities of the latter are aimed not only at explaining the decisions made, but also at forming citizens' readiness for political participation.

The most important component of the image, and ultimately the reputation of both the state institution and the country as a whole is the personality of its leader. It should reflect people's ideas about the leader, formed in the process of socio-political development. The rules of the game of the information age dictate new patterns of behavior of statesmen. Those who do not have time to adapt to this scheme will lose. Politicians who actively began to act as actors were the first to understand this. This confirms that the main feature of the image of a modern leader is the indirectness of his contacts with target audiences through the media. At the same time, we want to note that no matter how new ICTs interfere with the institution's image, the leader's figure is unlikely to be unified. The main thing is that it is impossible to put into dry formulations and calculate with the help of advanced computer programs.

Information design plays an important role in spreading the image of the state. The indispensable attribute of information design of state institutions is the emblem and the flag. The national anthem can also be included here. These basic elements of information design are important because they create a system of signs that provides visual and semantic unity of information from the state institution, forms a corporate identity, and, ultimately, is an effective means of creating a favorable image in the international arena and build trust in its population to public authorities.

There are many factors that affect the image of the country. We need to take into account factors that we sometimes do not pay attention to. An important component of the image of a public institution is the style of business relations. Obligation, personal interest, and responsibility along with accuracy and efficiency show the organizational culture, and reliability of the institution.

The foreign policy of any state cannot be carried out without providing the general public with objective and accurate information on its positions on major international issues and foreign policy initiatives. The formation of a positive attitude to the country abroad and a friendly attitude to it can not be ensured without informing about the achievements of this country in the field of science, culture, and intellectual creativity. An integral element of the relevant work is the purposeful efforts to broadly explain the essence of the state's domestic policy abroad. It is becoming important to expand the influence of public opinion abroad through the global Internet system, which has already gone beyond its original technical purpose of being an electronic communication and has become the factor of political reality.

Creating favorable information conditions for the protection of the sovereignty and interests of the country, it is necessary to take into account that this function of the state is the oldest. At first, the public thought that the state should first and foremost take care to protect its citizens from external danger. People can come to terms with their shortcomings and troubles, but they will never forgive the authorities for their indecision and inconsistency in defending their rights to sovereignty and independence. Today the task of patriotic education of youth plays no less important role. According to analysts, experts, and in the XXI century, the solution of international, interstate problems will be mostly forceful. Therefore, the activities of the state in this direction should remain a priority, but taking into account new realities.

The use of stimulating ICTs, which include advertising (as well as propaganda and agitation), is an effective tool that allows you to solve many problems in all areas, but increasingly important today are transactional models of information and communication impact. One of the main tasks is to organize feedback, to provoke a flow of information from the population. In this area of activity, the information and communication function of the public relations service is revealed.

In Ukraine, the development of a democratic society raises a number of problems that did not exist under the former political system. First of all, it is a problem of trust in political institutions and specific statesmen. Democracy is based on continuous trust in the main social and political institutions and in government officials. We should keep in mind that public authorities are not only a means of informing society, but also educating the main population in order to encourage active and productive participation in solving social and political problems on a local and national level. At the base of the interaction between the public and the authorities is the principle of collective responsibility, which requires business partnership and cooperation between the population, people's deputies, and the executive branch. The main purpose of this interaction is the development of civil consciousness and the creation of a favorable socio-political climate.

From the management point of view, information services include a set of works to provide the leadership of state organizations with information about public opinion, providing it with assistance in providing information to various areas of state activity. Specific directions in solving the tasks of information services in public authorities should be determined primarily by the main functions of public authorities.

Thus, public relations in public authorities is a multifunctional system for organizing and establishing public relations, which includes two aspects. Firstly, public relations is a theoretical work aimed at making recommendations to senior management. Secondly, PR activities include practical work on assessing the two-way flow of information with extensive use of financial and logistical means, as well as special forms and methods of educational impact on the mass consciousness and behavior of people, social groups, associations, and institutes.

Information communications have become the most important factor in improving the efficiency of management in almost all areas of human activity. Information communications have stopped performing additional functions in the activities of public authorities and local governments, and have become their necessary and most important element. The ability of various organizational structures of state power and local self-government to meet the needs of society more effectively depends on their development. Each state solves these problems based on the development of telecommunications infrastructure, the content of the legal framework, etc. However, the analysis of different pathways reveals some invariant features.

It is based on the premise that the modernization of society is influenced by a new generation of information and telecommunications technologies, combined with the globalization of markets and competition both domestic and international. However, the coordinating and directing efforts from the state, as a body that represents the interests of society as a whole, are needed for a smooth entry into the modern international community.

The effectiveness of public administration is, to some extent, the effectiveness of making and implementing managerial (primarily political) decisions based on modern information and communication technologies.

Domestic researchers note the following trends for the current stage of development of information resources in the field of public administration:

- a sharp increase in the needs of public administration bodies in reliable and timely information about the real state of affairs in a particular industry, sector of the economy, region, city, enterprise;

- active creation of databases, the introduction of modern information technologies into everyday practice;

- the lack of significant amounts of information, because effective management decisions are possible only with the use of operational analytical apparatus, which allows revealing the cause and forecast situations, developing solutions and evaluating them, monitoring implementation decisions [38].

The main task in creating information resources for public authorities of Ukraine is to identify the state of socio-economic, socio-political and scientific, and technical processes to ensure the potential for making recommendations on their basis for decision-making. Achieving this task is impossible without solving the problem of the consolidation of information resources of Ukraine.

The problem is that the information that is the basis for solving socio-economic problems is still divided into different departments. The results of their solution are separated from each other and are not shared. The proximity of databases used by public authorities often leads to duplication of information collection on local area networks or stand-alone personal computers. The collective information resource is only a small part of the total resource. That is why the consolidation of information funds of ministries, departments, and regional bodies of Ukraine is of special importance.

In order to regulate the use of information resources of public authorities, it is necessary to legislate a single list of types of information, define their relationship, mechanisms for implementing and establishing liability for violations of access to it, as well as technology to change these regimes. At the same time, a clear regulatory framework should be created to ensure access of "external" users to socially significant information generated in legal structures.

The most promising way to overcome technological barriers to access of external users to socially significant information from the information resources of public authorities and public administration organizations is its placement on the Internet. However, the processes of selection of such information, and its processing for presentation in a form convenient for "external" users, its placement in the network, providing access, customer service organization are very complex technological and organizational tasks not typical of most organizations in this field.

The performance of these functions and the direct provision of information services may be carried out either by specially designated units or functional groups of the organizations - owners of information resources or can be transferred on contractual terms to specialized organizations, including non-governmental. It should be clear at all levels of government that the organization and maintenance of information support of citizens and organizations, a sharp increase in the use of accumulated information resources is the important independent direction of government agencies and organizations, which should be allocated organizationally and financially.

The creation of a national territorially distributed information and legal system will rationally and effectively solve the problem of information interaction of public authorities, which in its turn will increase the efficiency, validity, and correctness of decisions to regulate various issues, especially in the socio-political sphere.

The lack of a reliable information support system is a source of accidental, unreasonable, erroneous decisions and actions that are incompatible with the goals and objectives of political and administrative management. And it's not just incompleteness, inaccuracy, or inefficiency of information. In this case, "more" information does not always mean "better": redundant information can also complicate the decision, as well as its lack. Therefore, one of the most important problems of information support of state bodies is to determine the adequacy of information support.

Thus, the main functions of information management in public authorities are as follows:

- providing the decision-maker with reliable and timely information;

- implementation of qualitative transformation of information, ie bringing it to the form and scope that can be understood by man;

- creating conditions under which the leader can make and implement decisions, based both on objective information and on subjective factors - personal experience, intuition, motivation, values.

The implementation of these functions will allow optimizing the information support of the process of socio-political management, making balanced, based on real values, objective political decisions.

This fully characterizes the importance of the human factor in this activity. The complexity of the situation of the statesman, the policy-maker, is exacerbated by the need to reduce the time of analysis of the situation. There may be a situation when making an informed decision becomes physically impossible due to limited time. If a government official, politician seeks to base his decision on the results of processing the maximum amount of information and assessing the maximum possible number of alternatives, he does not have enough time to implement the decision. If he devotes little time to this, he is forced to limit himself to processing incomplete data or not to consider all possible alternatives. In any case, the quality of the decision may suffer. As the amount and complexity of the information processed in the decision-making process are steadily increasing, the percentage of risk of making insufficiently sound, unprocessed, suboptimal political decisions that have serious consequences for the state [36, p. 109].

All this demonstrates the increasing role and importance of information and analytical activities in public authorities. The inclusion of analytical centers in the structure of executive bodies is a relatively new phenomenon for our country. The objectivity of information-analytical work largely depends on information sources and databases, among which the data of sociological research of independent research centers are more probable and objective.

In a democratic society, public relations structures will not be able to solve their problems without constant interaction with public organizations. The practical activity of Ukrainian society in the formation of civil society is manifested primarily in the organization of voluntary non-profit public associations of citizens, which are increasingly taking over the functions of the state.

Most public associations exist to pursue some common goals, interests, caused by certain material or spiritual needs of their members, living conditions and conditions, features of professional activity. A simple, shortlist of activities of public and non-profit organizations confirms a large amount of work on the restructuring of social life.

The public, commercial and civil sectors of society are closely connected. The task of civil service public relations services is to identify points of interaction by promoting public ideas, interests, and initiatives to support them from the public, government, and business. Successful communication activities are impossible without a clear orientation and work in the information field. Therefore, its careful study and effective presence on it is the initial objective prerequisite for NGOs to solve their communication tasks.

The information allows people to expand their understanding of social life. In the process of information processing, the basis for understanding and the attitude to something is formed. The media can define the atmosphere of democratic debate and help create and maintain a just system of government by providing the public with timely, accurate information on the activities of governments and the nonprofit sector.

 **Chapter 3: Conclusion**

In modern society, information is the most important source of power. Receiving, analyzing, and effective use of information is a necessary condition for the functioning of government. The state, being the central institution of power, actively uses information relations: information connects the state and civil society. The most important factor that determines the effectiveness of state power is the level of its information support, the level of equipment with modern technology and telecommunications systems.

Information resources are a central part of information systems. The compliance of information resources with the needs of public authorities largely determines the effectiveness of information systems. If the purpose of the information system is to provide government agencies or managers with information that ensures sound and effective decisions, then information resources provide data that are processed by technological procedures, personnel and converted into information for preparation and management decisions.

The role of the state is seen in the creation of legislation and administrative regulation, corresponding to the conditions of modern information communications (protection of intellectual property, personal data, the right to privacy). The creation of appropriate conditions promotes investment, development of fair competition in the information industry, education system, coordination of efforts of various subjects in society, organization of international cooperation, provision of public services through electronic means of communication.

In order to eliminate the "deficit of trust in government", the state information policy should be aimed at stimulating direct dialogue between the government and the public, which should be initiated by the government itself. The mechanism of interaction with the public to a smaller extent requires regulatory and legal support, and to a greater extent - organizational. Specialized public relations units should be established within the structure of public authorities, which provide a regular presentation of information on the results of government activities, plans, and decisions, as well as implement an educational and informational function aimed at educating the public in the powers of these bodies. At the same time, centralized coordination of their activities is needed to ensure the unity of the information policy.

Thus, a state that seeks to occupy a leading position in the world community must develop and implement an effective national information policy and consider it as a priority of public administration to ensure the transition to a democratic information society.

**SUMMARY**

The analysis of information communications and the main trends in their development allows us to make the following conclusions:

1. The development of information communications and ICT was in a consistent transition from simple to complex models. The emergence of professional ways of information and communication is associated with the development of social relations. The main models of information communication (one-way, public information model, and transactional), which can be called classic, because they all have a clear social conditionality, were formed in the middle of the XX century.

2. The concept of information communication is a complex cultural and historical phenomenon, which helps to easily guess certain social needs, worldviews, and values. It allows defining ICT as a socially determined set of integrated techniques and methods of information and communication impact, hardware, and software means, that are used in the exchange of products of material and spiritual activities and interactions between individuals, social groups, in order to collect, process, store, disseminate, display and use the information to regulate and manage life processes.

3. The study of the status and place of modern information communications in the socio-economic sphere suggests the existence of trends associated with the processes of vertical disintegration. This is ensured by a rather complex communication infrastructure and computer equipment, which allows ensuring control and coordination of activities. However, phenomena such as "industrial democracy" and "flexible specialization" emerged due to the requirements of the modern market, the intensification of competition, and social problems, but not to information communications. The ICTs are a tool for solving the complex problems of corporations in today's globalized market.

4. In the socio-political sphere, technical innovations in the information sphere are only a socially determined tool that can not change the conditions that are the basis of the fundamental structures of society that have developed in previous eras. These innovations can be used by various social and political forces, government agencies to achieve their goals and these goals are determined by social factors.

5. The use of modern ICT in the field of culture increases the intensive exchange of information. At the same time, the transformation of information into a product leads to the fact that product relations inevitably extend to the cultural sphere. There is an uneven distribution in the world of scientific and cultural centers. There are many conflicting assessments of the quality of information consumed. We can talk about the fact that the global impact of modern ICT is more at the level of some specific contexts (for example, the international foreign exchange market) than at the level of general cultural consciousness. Global knowledge is concentrated in a relatively narrow circle of participants in special international interactions. Today, the process of establishing global solidarity of citizens looks very problematic.

6. The use of specific models of information communication is, ultimately, the result of the formation of various socio-political forces operating in society. In the modern world of rapid development of ICT and methods of informational influence, a lot depends on the subjects of information and communication influence, as well as on the nature of social relations between these subjects. The activities of the subjects of information in the modern world will ultimately be determined by social factors. The ways of development of the informatization of society will be difficult and may cause some conflicts, but these conflicts will be the result of not only technical problems of informatization or communication. They are, first of all, the problems of society itself and it requires efforts in the social sphere to solve them.

7. New ICTs create unique opportunities for direct dialogue between people, regardless of the situation and their physical location. But on the other hand, ICTs can not only facilitate communication but also complicate it due to their instrumental nature. The symbiosis of information and communication and social technologies in combination with the use of modern biotechnology has the potential to destroy many constitutive elements in the traditional structure of human experience, to control it, and in the long run to replace it. This, in its turn, can lead to changes in the deep mechanisms that form a person's self-awareness. Therefore, in today's world of rapid development of ICT, methods of informational influence, there is a need to deepen the understanding of the philosophical principle of humanism.

8. In countries that are still developing, including Ukraine, the information component plays a special role in public administration. Contrary to developed countries, in Ukraine, out of the three main strategic social forces: business structures, the public, and the state, the latter has the greatest influence. The government's information policy can both promote the rapid establishment of new social orders and distort the democratic orientation of the socio-political process.

9. Analysis of the place and role of ICT in social relations in modern Ukraine has shown that the development of ICT models at the end of the last century is largely determined by the processes of global transit of options for institutionalizing the sphere of public relations. The development of technocratic mediatization (using only software and imitation ICT), the commodification of information, or its transformation into a zone of power and disciplinary control makes very difficult the development of ICT as a tool for institutionalizing public relations, as a means of ensuring information security and creating Ukraine's positive reputation in the international arena. Thus, a state that seeks to occupy a leading position in the world community must develop and implement an effective national information policy and consider it as a priority of public administration to ensure the transition to a democratic information society.

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