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New Media in the Discourse of Network Society and Digital Reality



Abstract: - Today we can note the formation of a global social structure as a network society. In the society of network communications, new social and communicative relationships acquire special significance. Today, the dual role of modern media is expressed both in the generation of social reality and in its reflection. We can observe how the functioning of society itself and the entire system of political governance are influenced by information and communication technologies. Information is now regarded as a key resource in modern political activity. Today, experts agree that the only source of reflection and interpretation of modern political events and phenomena that shape the information agenda and determine the degree of public significance of certain political facts and events is the media. The socio-political sphere of life is being transformed by digitalization. The functioning parameters of modern states and societies are being altered by technological transformations and digitalization. The quality and efficiency of the functioning of the state and society depend on a significant range of digitalization opportunities. The new digital reality is characterized by expanded communication tools, Big Data resources and technologies, artificial intelligence and neural network algorithms for working with digital data, surveillance and visual image recognition technologies, and models for profiling citizens based on their personal digital traces.

Keywords: New media, network society, digital reality, big data, communication technologies.

I. INTRODUCTION

In the modern era, media plays a large role in modernization theories.

This process is characterized as a transition from the “Homo sapiens” model to the “Homo Virtualis” model. [Володенков, 2016а: 27].

In the light of the new diversity of discursive practices, postmodernism is one of the variable fields for explaining new realities and interpreting cultural complexity. Based on the above, the task, the goal of explicating knowledge about media culture and/or media space in postmodern discourse is to analyze the social fabric as the cultural background for the construction of postmodern discourse, where discourse acts as a kind of matrix of perception.

Today processes, events, phenomena, facts are assessed in the media dimension.

The aforesaid actualizes media culture as “the culture of information transmission and the culture of its perception” in its social and aesthetic movement from modernity to postmodernity and the correlation of the role of mass media with discursive transformations of the media space, information challenges of the post-industrial era [Кириллова, 2006: 8-10], and determines its philosophical explication.

Hyperreality is one of the vivid indicators of postmodernism. Hyperreality is formed by the media, social networks, etc. through advertising, television, etc. The changing role of mass media in society as a result of the information revolution is transforming the international environment, constructing new meanings. [Reus-Smit, and Snidal 2008: 800].

Overall, the noted phenomena are indicators of a post-industrial, information society, and in general, postmodernity.

II. NETWORK SOCIETY

Today we can note the formation of a global social structure as a network society (M. Castells). [Кастельс, 2000: 138-139].

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Examples of network structures are the Internet information network, the media network, etc., expanding indefinitely by including more and more new links. [Василенко, 2010: 63].

In the society of network communications, new social and communicative relationships acquire special significance. [Павлютенкова, and Маркова, 2017: 145].

Today, we can observe how the functioning of society itself and the entire system of political governance are influenced by information and communication technologies. [Володенков, 2018: 70].

New forms of political communication in the network communication space will replace models of political management using purely traditional means due to the latter's loss of relevance and effectiveness. [Володенков, 2018: 70].

The postclassical political world is characterized by configurations of network flows, inclusion in or exclusion from network structures. [Василенко, 2010: 64].

The rapid dissemination of any information on a network basis is due to the acceleration of political time and the compaction of political space within one network. [Василенко, 2010: 64].

Information is now regarded as a key resource in modern political activity. Michel Foucault characterizes the power of information in the modern world as follows: “we do not live in a world about which we have some information; on the contrary, we live in a world created by information.” [Уэбстер 2004: 331-332].

Today, experts agree that the only source of reflection and interpretation of modern political events and phenomena that shape the information agenda and determine the degree of public significance of certain political facts and events is the media. [Володенков, 2017b: 295].

III. NEW MEDIA

The socio-political sphere of life is being transformed by digitalization. [Володенков, 2020: 8].

The functioning parameters of modern states and societies are being altered by technological transformations and digitalization. [Votmer, and Sorensen, 2016].

The quality and efficiency of the functioning of the state and society depend on a significant range of digitalization opportunities. [Володенков, 2020: 15].

The digital reality of a global post-industrial society has been described as an entirely new kind of information reality [Подопригора 2018: 9] based on digital content.

The new digital reality is characterized by expanded communication tools, Big Data resources and technologies, artificial intelligence and neural network algorithms for working with digital data, surveillance and visual image recognition technologies, and models for profiling citizens based on their personal digital traces. [Володенков, 2020: 7].

A continuation of the information society is the theoretical construct of the post-information society. [Латыпов, 1998: 356-359].

If the information society is distinguished by the volume of generated information and its dissemination, then the post-information society is distinguished by fundamentally new technologies and tools of multi-level communication, formats and features of information and communication interaction. [Володенков, 2018: 71].

Digital communication is characterized by promptness, multimedia, extraterritoriality, convenience, and efficiency.

Today, the dual role of modern media is expressed both in the generation of social reality and in its reflection (according to S. Weber). [Weber, 2002].

The capital of a new type – symbolic and the basis of the modern social system are seen in communication, which can be expressed by the well-known McLuhan statement «the medium is the message» (the means of communication are the message) (M. McLuhan). [McLuhan, 1994].

The self-programming of participants in media communication is expressed in the theme of participatory culture, for which a new concept introduced by G. Jenkins is used - “transmedia”. [Jenkins, Ford, and Green, 2013].

There is an active integration of strong information conglomerates into new media, serving as platforms for public discussions and subsequent distribution of content by the users themselves. [Володенков, 2016b: 20].

The term «mainstream social media» (MSM) introduced in the 1990s by N. Chomsky was used to denote strong information conglomerates that form the news agenda and transmit information to mass communication channels. [Бернейс, 2010: 17-23].

The above mentioned actualize such a concept as «network sociality».

Today we are witnessing a consistent movement of public policy and relations between institutions of the state and society to the digital space. [Mediascope 2019: 8].

There are a constant reduction in the traditional space of public policy, its influence, and the emergence of so-called digital content factories. [Aalberg, Blekesaune, and Elvestad, 2013: 281–303].

The generation of specific events in the sociocultural and digital reality by digital forms contributes to the “objectification” of socio-political processes. [Володенков, 2022: 346].

IV. BIG DATA

Today Big Data is a relevant and discussed phenomenon.

Big data, as methods of understanding and defining sociality, is not only a source of knowledge, innovation and change, but also a mythology as an interpretation of digital artifacts that represent the social context and the best form of social knowledge. One of the means of acquiring knowledge about sociality in digital media is mythologized stories about politics, economics, etc. That is, today it is more appropriate to talk about a new epistemic matrix of sciences, including big data as an improved form of social knowledge, the sources of which are digital networks. [Плотичкина, 2020: 239-240].

Big data as a reflection of the “digital traces” of citizens and mass political preferences, expectations, demands and interests allows for predictive analytics and modeling of political processes in public political management. [Володенков, 2020: 16].

Digital Big Data databases today are formed on the basis of a large volume of data from billions of Internet users, including active users of social media.

The Total Data phenomenon provides a description and structuring of the global set of representatives of the modern information society and their social connections.

V. GEOPOLITICAL NATURE OF DIGITAL RESOURCES

There is an opinion that along with positive potential of digitalization it bears risks in the sphere of modern socio-political development. [Володенков, 2020: 18].

Today there is not so much an opposition to the traditional “offline” environment, but an implementation into it, accompanied by new effects and risks. [Володенков, 2020: 7].

The new levels of danger are observed, such as the lawlessness of virtual permissiveness, etc. [Василенко, 2010: 110]. At the same time, there are also negative consequences due to the uncontrollability and unverifiability of general information flows.

External and internal discourses can be noted in relation to information wars. The information war waged in the global information space has a geostrategic dimension. Individual political campaigns can act as the internal discourse of information wars.

Global information confrontation and conflicts at the interstate level actualize the geopolitical nature of digital resources.

Today there are a large number of content management options. These opportunities are also used to form a global picture of the world.

In geopolitics, the struggle is transferred from real space to virtual space. Global processes of preservation, conquest and redistribution of political power determine modern network information warfare as an important component of

modern political management. [Володенков, and Митева, 2016: 20]. “Information confrontation as a form of geopolitical confrontation is a set of relations of information protection and information rivalry of opposing geopolitical subjects.” [Ивашов, 2002: 199].

According to the new information paradigm of geopolitics, information superiority in virtual space will determine the fate of spatial relations between states, which indicates the strategic geopolitical significance of the symbolic capital of culture in the information space. [Василенко, 2010: 8].

Modern processes of global information warfare are characterized by the active use of the potential of the Internet as a space for political communications. In this case, the national information security of a modern state faces challenges. [Володенков, 2017a: 149].

During an information war, a favorable global information environment is formed in order to conduct any political and geopolitical operations through systematic information influence on the entire infocommunication system of the enemy and neutral states in order to maximize control over space. [Василенко, 2010: 153]. The broader context of information confrontation in geopolitics in the era of globalization is explained by the battle for the minds and hearts of the majority of humanity, and not just the information rivalry of opposing geopolitical subjects, in which technical means are not an end, but a means. [Василенко, 2010: 152-153, 160].

The continuous expansion of the controlled information space is the main goal pursued in the conduct of information warfare. [Василенко, 2010: 159].

Various media resources, competing and colliding, fight for the dominance of specific media images in the political space, forming political media reality. The competitive struggle of media discourses in information confrontation is characterized by the predominance of their own media versions of certain forces` events and media images of their participants. [Русакова, and Грибовод, 2014: 68-69].

In this context, ensuring information security as the most important task of modern political management acquires particular relevance. To solve the security issue of national segments of the global network information space, it is necessary to maintain the sovereignty of the national space of political communications, including national segments. [Володенков, and Митева, 2016: 19-20].

The subjects of modern global political relations are faced with the task of implementing an independent national information policy.

VI. CONCLUSION

Consequently, today we can speak about the new realities of the modern information society in the political dimension.

It can be noted that a wide range of possibilities for the socio-political development of modern states is due to the use of modern digital technologies in political practice. [Tambini, 2015].

The foregoing has led individual States to develop the concept of information security, which calls for the use of the Internet in information wars.

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