

MEDIA DIMENSIONS OF POLITICAL AND LEGAL DISCOURSE

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DESIGNING OF COMMUNICATION MEDIA AS POLITICAL AND LEGAL REPRESENTATION OF REALITY: SCHOLARLY VIEW

The article reviews scientific researches of social communications dedicated to designing of communication environments. A typological model of such scientific papers was created basing on the analysis of completed researches; the peculiarities of representation of political and legal realities were determined in these works. The focus of the study was information space, contexts of social demands and needs, as well as consideration by the authors of political and legal contexts at the stage of qualification of significant characteristics of development and establishment of communication media. It is proved in the article that social communication studies have a high potential of development in terms of applied and fundamental basis of designing of communication environments; relevant directions of such activities were revealed and contribution of Ukrainian scientists into development of these issues was analyzed.

Key words: communication environment, social media functionality, social communication scientific discourse.

Introduction. The development of science on social communications in Ukraine has led to differentiation of the system of studies related to the system of scientific disciplines, which cover the historical conditions of formation of science and theoretical models of its current functioning. Typically such a structure is represented in the passport of specialties, and in most cases in the very titles of specialties, such as “Theory and History of Social Communication”, “Theory and History of Journalism” and so on. Apart there is in this series the specialty “Applied Social and Communication Technologies”, which covers the researches of applied aspects of communication in various fields of human activity.

Relevance of research. It is interesting to note, that the historical aspects of formation of such researches are revealed in the context of history of social communication, as evidenced, for example, by the work of Vita Berezenko “Scientific understanding of PR phenomenon as social communication activities in Ukraine”¹. Studying the formation of applied technology the researcher focused on the historical and theoretical aspects of its emergence and development, not on produceability of the used mechanisms of communication activities.

The research of applied social and communication technologies provides for the study of social significance, effectiveness and adaptability of the object of research. Except of technologies studying, in particularly, the less popular but no less important areas, primarily – designing of communication environments is of great interest for the modern science and practice of communication activity. The relevance of this study is to identify the priorities in studying of essence and technologies of designing of communication environments in the science on social communication, to identify the prospects and trends in these studies in order to form a current paradigm of scientific tasks for further development of the industry.

Statement of basic materials. In terms of development of information society the mediatization as a process inherent not only to social institutions, but also to some process owners appears not only as a measure of representation of an object in the media space, but performs the system of functions with social and industrial areas. In other words, positioning of the object – a human, organization, social institution – in the system of information coordinates is an important task of today's stage of development of the society, without this it is not worth taking the trouble to the economic or social success, and the main functions of

¹ Березенко, В.В. (2014). *Наукове осмислення феномену PR як соціальнокомунікаційної діяльності в Україні*: автореф. дис... д-ра наук із соціальних комунікацій: 27.00.01. Київ: Б.в.

industrial nature is also directly dependent on the information support and representation.

Communication environment is generated by the society. Finally, this thesis as a reflection of the general context of information activities has the right to exist, however, the society creates only the conditions in which information efficiency can be translated into actions in the real products. In particular, the existence of social networks as a phenomenon of global world does not go beyond the decade which does not prevent them to compete for audience attention with the media system. The dynamics of information space, creation of new mechanisms of production, distribution and perception of information are caused by social needs, and notably this demand is influenced by the political system, openness of legal environment, integration of new communication models into the system of information culture of the society.

It should be detailed: we understand information culture as “a set of norms, rules and behavioral stereotypes related to information exchange in the society”¹, where the information culture can be defined both at the level of the individual, and the level of social awareness: “Information culture in the broadest sense is a set of principles and practical mechanisms to ensure the positive interaction of ethnic and national cultures and their integration into common experience of humanity. In the narrow sense it is the best methods of action with the signs, provided by information to the interested consumers to solve theoretical and practical problems, the mechanisms for improving the technical environments of production, storage and transmission of information, development of education system, training of a human to use effectively information assets and information”².

The level of formation of information culture is one of the important factors in designing of communication environment; any restriction of level of information use or a narrow set of forms of information exchange, in general, impoverishes the information space of the society, gives rise to various semi-legal or illegal, or antisocial channels and forms of communication, which, in the end, leads to violations of integrity of the information space being the source for manipulations and manipulative positioning of the audience. All the above said concerns those societies that have been developed on the principles of democracy; totalitarian and authoritarian models of development have another model that is imposing tight control of information culture, mechanisms of perception of information and social respond to the certain types of information. Separation of level of awareness between different social groups caused by the inability to use certain communication tools, to join the certain segments of information space, etc., leads to broad information differentiation that harms both the society, and directly to a human, because in the terms of emerging of the knowledge society that arise in information images, the total amount of knowledge in the society with such differentiation will decrease.

In the scientific discourse of social communications, we can distinguish three elements that reflect the structure of research of communication environments. The first component is phenomenological researches of socially adapted communication environments which identify, particularly, the new forms of mediatization (i.e. such communication environments that are actually operating in the information space). The second component is the researches of methodology of evaluation of effectiveness of communication environments; such works are aimed at optimizing the communication environments and therefore usually evaluate the processes and phenomena within the objects of study, recommendations for improving the efficiency of professional activity etc. The third component is the study of design technologies of communication environments in terms of the current information culture and functioning of information space.

Realizing the conventionality of this division, we note the general patterns which were observed during this study. The first group of works, where the descriptive methods were mainly used, is wide enough, the observations of social factors, especially political and legal ones, which enable functioning of such communication environments are conducted. In the second group of works the object is the evaluation methods and synchronic sections of the state of development of communication environment. We can state that such aspects are considered by many scientists, but there are very few works devoted exclusively to the problems mentioned above. The third group of works is the least one, as here the research object is complicated, because it is often difficult for the researcher to obtain documents and other empirical data that illustrate the emergence of new media or new communication platforms or formats.

However, it is the third group of studies that are the most interest for the practitioners of social

¹ *Культурология. XX век. Энциклопедия* (1998). Санкт-Петербург : Университетская книга; ООО «Алетейя».

² Кравец, В.Н. (2000). Формирование информационной культуры. *Дистанционное образование*, 4, 35-37.

communication, because they open new horizons for professional activity and form the updating of information market, which affects ultimately the success of subjects of such activity.

In fact the very concept of social communication technology is quite unclear in the applied aspect of researches. According to D.K. Havra, we understand social communication technology as “the systematically organized activities on management of communications of social entity, which is based on a specific plan or program of actions and is aimed at solution of any meaningful social problem, being a system of use of social procedures and social resources that provide solution of this problem”¹. The researches of social and communication technologies, in fact – their designing, provide studying the external and internal communications of the research object, or programming of such communications on the level of conditions of functioning of communication environment.

In the analysis of scientific discourse we consider that it is necessary to focus on the scientific specialty, because it sets the scientific approach and determines the focus for the researcher. On the other hand, the interpenetration of formal indicators at the level of methodology shows some versatility of research strategies, which, in its turn, leads to attention to all areas of social communications.

The first group of studies referred to the most common component of scientific structure of reflection of designing problem of communication environment is quite heterogeneous. A part of the researches concerns the historical realities of formation of media system and the conditions in which it was formed in different political-economic periods. This context is important for understanding of dependence of the type of communication environment on the political model of society, and as a result - detection of media functions in these stages of society’s development.

In this group, it is worth to mention the works of Olha Bilychenko², Oleh Bohuslavskiy³, Vita Hoyan⁴, Olena Ivanova⁵, Yurii Kolisnyk⁶, Lyudmyla Suprun⁷, Ihor Parymskyi⁸. These researches represent the peculiarities of formation of media system as communication environment in different socio-political, legal and economic conditions. The papers analyze mechanisms of transformation of communication environment, focusing on different marked patterns and trends.

Not being able to analyze all studies in one short article, we will comment the most expressive one – the work of Ihor Parymskyi. The author emphasizes: “The Ukrainian periodicals focuses continuously on strengthening the main communication link “audience – mass media”, enhancing the journalistic level of publications, audio and video materials, their efficient activity related to introducing the most relevant ideas and interest of the audience into the society. The typological features of text (genre or specialized), and materials on history, culture and society are equally important to national journalism. This creates a special symbolic meaning, creates a characteristic language of the era, which is perceived by contemporaries and followed by descendants, forms some space of meanings, in which the energy attitude to variable modern age is generated and the new interpretations are found”⁹.

The primacy of patriotism as a determining parameter of sense-making factors of communication environment comes through the whole study of the author, being laid into formalization of criteria of media efficiency and determines the directions of media influence on the audience, including its formation: “The national journalism, as the primacy of independent state, represents understanding, assessment of reality

¹ Гавра, Д.П. (2003) Социально коммуникативные технологии: сущность, структура, функции. *Петербургская школа PR: от теории к практике. Вып. 1*: Сборник статей. Санкт-Петербург: Роза мира, 39.

² Біличенко, О.Л. (2013). *Художня література в соціально-комунікаційній структурі суспільства*: автореф. дис... д-ра наук із соціальних комунікацій: 27.00.01. Запоріжжя.

³ Богуславський, О.В. (2008). *Преса міжвоєнної української еміграції в Європі 1919-1939 рр.: національно-патріотична дискусія*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ: Б.в.

⁴ Гоян, В.В. (2012). *Телебачення як вид журналістської творчості: візуально-вербальні компоненти екранної комунікації*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ: Б.в.

⁵ Іванова, О.А. (2010). *Літературно-мистецька періодика в соціальнокомунікаційному просторі України початку ХХІ століття*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ: Б.в.

⁶ Колісник, Ю.В. (2013). *Журнальна періодика УРСР (1950-1980 рр.) у формуванні суспільної свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій : 27.00.04. Київ.

⁷ Супрун, Л.В. (2013). *Комунікаційна система “Літературно-Наукового Вістника” (“Вістника”): мовноментальні детермінанти*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ: Б.в.

⁸ Паримський, І.С. (2013). *Національна преса – суспільна домінанта інформаційного простору демократичної держави*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁹ Паримський, І.С. (2013). *Національна преса – суспільна домінанта інформаційного простору демократичної держави*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ, 21.

from the standpoint of a particular individual journalist - a patriot of his/her country. He speaks openly of his/her sympathy or antipathy, his/her love or hatred, reasonably relying on sincerity of perception of his/her work by the reader, as it touches the burning issues and contains unconventional views on modernity which coincide with the mainstream of spiritual processes in mind of the people, the nation". And further: "Convincing effect on the people, who can cause necessary public attitudes followed by adequate collective activities and aimed at their implementation is the priority in implementation of current state-building ideas, concepts and assessments"¹. Not focusing on the partial opposition "government - national press", we should note a clear modeling of communication environment outside communication factors, including the level of national consciousness and social responsibility.

It is a fair assumption to say that today the relevance of this subject has been reduced, as the first 9 years of formation of the new field of knowledge "Social communications" were almost exhaustive for coverage of the results of basic research. Although many issues remained out of sight of researchers the scale of the problems has narrowed clearly; the phenomenological approaches in respect of specific communication environment are replaced by the studies that reveal the internal systemic indicators of development of communication environment or the processes that characterize this development.

Such studies were included into the second group of works, where we can mark the works of Maria Butyrina ², Maryan Zhytryuk ³, Nina Zrazhevskya ⁴, Tetyana Krainikova ⁵, Oleksandr Chekmyshev ⁶.

The summary of these studies from the perspective of designing of communication environment gives the reason to formulate the idea of complexity and nonlinear nature of communications connections, importance of general context of political system and information culture in the plane of development of such segments of the information space.

The authors focus on identification of applied patterns of the target, accentuate on the forms of their implementation and determine the prospects of development of communication technologies and strategies. In this respect, the study of Maria Butyrina who studied the media as environment of functioning of mass consciousness stereotypes, is illustrative. The author revealed "a deep connection with archetypes, stereotypes, myths, prejudices, attitudes – the components of syncretic continuum of mass events" ⁷.

The emphasis on connection with the myths is important in the fact that the modern science claims dependence of world view formation on functioning of myths that are the source of stereotypes. For example, O.V. Ulyanovskyi emphasizes "really the consumer chooses actively media messages, but only those ones that meet his/her needs and commercial myths. Myths are derived from the value system of the society and the group, to which the consumer belongs; satisfaction of the consumer"s myths satisfies not necessarily his/her needs, it promises only this satisfaction, or can meet the needs for a very small period of time" ⁸. So as we see, stereotyping depends on political and economic parameters of social development, being modeled by these factors, and eventually realized through the system of media activity about of which Maria Butyrin states in her work.

She argues that "stereotyping in media practice is due to diffusion of pre-cognitive, cognitive, perceptual evaluation procedure among of which social categorization of reality is dominant" and the very stereotypes "... are communicational organized notions, which are formed due to inaccurate, flexible categorization of the society by mass media; have cognitive basis and instruction on perception of the phenomena combined beyond the categories". An important conclusion of this study is characterization of the processes of communication environment related to functionality of stereotypes: "stereotyping,

¹ Паримський, І.С.(2013). *Національна преса – суспільна домінанта інформаційного простору демократичної держави*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ. С 22-23.

² Бутіріна, М.В. (2009). *Мас-медіа як середовище створення та функціонування стереотипів масової свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01 Київ: Б.в.

³ Житарюк, М.Г. (2009). *Українська журналістика як соціокультурна модель: генезис, домінанти у світовому інформаційному контексті*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ: Б.в.

⁴ Зражевська, Н.І. (2012). *Феномен медіакультури у сфері соціальних комунікацій*: автореф. дис ... д-ра наук із соціальних комунікацій : 27.00.01. Київ: Б.в.

⁵ Крайнікова, Т.С. (2015). *Культура медіаспоживання в Україні: актуальний стан і механізм формування*: автореф. дис... д-ра наук із соціальних комунікацій: 27.00.01. Київ: Б.в.

⁶ Чекмишев, О.В. (2012). *Моніторинг ЗМІ в системі соціальних комунікацій: історико-теоретичний та прагматичний аспект*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ: Б.в.

⁷ Бутіріна, М. В. (2009). *Мас-медіа як середовище створення та функціонування стереотипів масової свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01 Київ: Б.в., 24.

⁸ Ульяновский, А.В. (2005). *Мифодизайн: коммерческие и социальные мифы*. Санкт-Петербург: Питер, 321.

destereotyping, and mediatization of stereotypes¹. This finding makes it possible to form a thesis on the intersection of media activity and political and legal needs that are implemented in the society by various public activists and is, in fact, the source for emergence of appropriate social ideology, and with it - the stereotypes.

The third component of the structure of scientific researches related to designing of communications environments is the works devoted to their designing, elaborating on technological features, conditions and performance criteria, development of practical recommendations and algorithms. Among the basic researches we can still mark only the work of Dmytro Oltarzhevskiy who studies the existence of corporate media. We should note that there is a number of applied works devoted to formation of communication environments but these works have mainly prognostic nature and do not cover the total social paradigm, including political and legal terms.

Dmitro Oltarzhevskiy shows the system of corporate media in the structure of political and economic realities, identifies the structural peculiarities of functioning of this segment of media discourse, categorizes the conditions of efficiency and defines the functional paradigm for such means of mass communications². In fact, the research represented is a kind of algorithm of modeling of communication environment to the needs of specific social demands on the basis of political, economic, cultural paradigm of the society. The value of the given work consists of its unique approach that was implemented in development of methodology of similar studies and made it possible to improve significantly the process of creation of corporate media.

Conclusions. Today the system of media and social communications in general are being actively updated, creating the new trends and identifying the effective technologies of information activities. The technical progress and development of information industry are the reasons for these changes. However, political and legal conditions of functioning of the society, development of democratic society, updating of legal system in conformity with the legal standards of the European Union, lead to the active dynamics of development of communication environments. Today the researches on social communications do not reflect completely these processes.

The information industry needs fundamental or applied researches that would be focused on the study of technologies of designing of information activities in the new communication realities, taking into account the trends of technological development in the information sphere and considering the social trends of information culture. The analysis showed the considerable potential of scientific field "Social communications" in solution of these issues; however the applied researches, the projects focused on social positioning of new media, social networks and services need still more detailed analysis.

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¹ Бутиріна, М.В. (2009). *Мас-медіа як середовище створення та функціонування стереотипів масової свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01 Київ, 25.

² Олтаржевський, Д.О. (2014). *Корпоративні медіа як інструмент соціальних комунікацій*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.06. Київ.

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