Media and communication

Student's name Instructor's name Course Date February 25, 2013 The Relation of Media Technologies and Human Behaviors Introduction It is impossible to imagine Modern modern society is impossible to imagine without huge amounts of information, which with the help of the computer technologies are actively circulating in different spheres of human life and dramatically change the dynamics of social processes. The ongoing transformations of culture determine the trend of further development of civilization and the need for research and discussion.

Information technologies have a significant impact on technical progress, turning the modern economy into a permanently changing one and existing only through within innovation system. Transformation processes affect all spheres of human activity. Particularly relevant is theThe study of changes in the field of values, the specific interaction of people in the information society is particularly relevant, as it is cultural transformations determine the speed and direction of social change. Transformation processes affected all spheres of human activity.

Particularly relevant is the study of changes in the field of value orientations and in the specificity of human interaction in the information society, as the cultural transformations determine the speed and direction of social change. Accelerating social development has increased the speed and complexity of human interactions, acting as prominent factor of cultural dynamics (Badger, 54). Information technology changes the nature of human communication, influences the processes of identity formation, convertsand converts forms and ways of knowing and changing the world.

Investigation of information technologies logic and their impact on the cultural transformation is the purpose of this article. Information Technologies Qualitatively Convert the Communication Process in a Society Human communication, exchange of information between people, are is an integral part of public life. Exchanging meanings and, forming a general understanding of reality, people organize a process of joint activities. Communication processes process depend depends on the socio-cultural features. In traditional society, individuals are living in a world of stable values.

The elders using their authority elders, convey basic information about on all aspects of life, and they are the guarantee of their accuracy and relevance. An individual acquires knowledge about the surrounding world from authoritative people, who have proved by with the help of a particular job and wholethroughout the life their personal worth and competence. Stable living conditions make it possible to use this experience and knowledge throughout their lives. Modernizing society expands the horizons of human existence and, complicates the goals and values, forcing the individual to develop own strategy of behavior (Hughes, 21-22).

The process of personal identity and self-determination is actively intervened by the mass media, forming patterns and symbols of reality perception. Huge information field created by the press, radio, and television, determines and directs the tastes, preferences, patterns of behavior, and ways of thinking of the individual. This It qualitatively changes communication processes in society. On the one hand, the media helps to

understand the complex problems of surrounding reality, covering the whole range of social phenomena.

It, facilitates communication and understanding between individuals who use and share the same characters. Means of mass communication offer to discuss topical events and situations, form stereotypes of their discussion and evaluation, thus, facilitate the exchange of views between individuals and contribute to the formation of one worldview as the basis for constructive interactions. On the other hand, the use of stereotypes, based on the play of signs and symbols, allows mass communication to manipulate consciousness and, therefore, the behavior of individuals, selecting and interpreting information flows.

There appears is a whole social stratum of professional stereotype manipulators including (journalists, artists and publicists, writers, TV and radio commentators, etc.), which who directly (through publications and presentations) or indirectly (through demonstration of their views, lifestyle) influence human worldview and behavior. In the industrial society, the way of acting in a particular situation or thinking of a subject is dictated by the pictures created by the media: movies, TV shows, and glossy magazines. Everyone can choose a hero , or, conversely, generate a negative attitude to a particular model of behavior.

In traditional society, patterns of thinking, value, and behavior orientation exist as well. , sometimes Sometimes, they are even more stringent, but they are formed in the practical life of the individual, selected through direct interpersonal communication, and dictate strategy of behavior in typical

circumstances (Comer, 41-44). That is whatIt allows a man member of traditional society to create sustainable value system to cope with any situation. At the same time, the stereotypes of mass communications society are fabricated by a group of people, and can express the interests of one group at the expense of another.

Experts in Mass Communications sociology note that the tendency to use in movies and magazinesillustrate, the images of successful people from everyday life, demonstrating a successful career and life success, significantly reinforcing reinforces with ownthe example of the existing social order. Mass media, building and intensifying the flows of information, influence on the public consciousness, binding norms and values ?? with following stereotypes. According to social psychologists, perception of the world and actions of the individual are, first of all, influenced by the entourage.

Interpersonal communication, the opinion of a small group, affects primarily the opinions and actions of the individual. Small group adopts symbols and stereotypes broadcast broadcasted by the media, to a certain individual. All members of a small group are influenced by the mass media symbols, but the specific interpersonal communication ultimately corrects ultimately their actions and values??. Emergence of New Information Technologies The situation qualitatively changes with the advent of new information technologies and the introduction of the Internet into the structure of human communication.

The role of a real onecommunication in a small group in the formation of own positions and strategies of behavior goes to a virtual interlocutor, which also mediates and adapts the stereotypes of mass consciousness;, but it is a stereotype itself. The Way way of information transfer in the World Wide Web has the effect of interpersonal interaction: in the hypertext mode, you can ask any question and get the answer, you can try to take the place of the interlocutor in order, to understand hisher motivation and determine your own positions accordingly Latour, 9-11).

This interlocutor, – the " notional another," is just a symbol, virtual image, but it influences of the consciousness like a real subject,, interesting and understandable for us. Creating huge information field and , creating new opportunities for communication and learning, the Internet at the same time, creates new risks that must be realized in order to optimize the human relationships in the post-industrial era, the era of information technology and the Internet.

Virtual source, affecting our immediate assessment and actions, can not only manipulate not only our ideas and beliefs, but also initiate the wants and needs,, that which is influenceinfluence the most profound intrapersonal structures. Online interlocutors but instead of not a real environment can may become a reference group for the person (Fourie, 68). Family, circle of friends can make a room in for the system of values ?? and motivations of the individual. However, the situation is not so tragic. The very structure of computer network includes the possibility of meaningful use.

In the Internet online communications, a person is included in the set of elementary groups. It, refers to a variety of virtual contacts that carry on dialogue to each other, and initiate new meanings and values in a person. In today's modern information society, a person enters into communication with increasingly diverse subjects both real and virtual and, creates his own world in a dialogue with numerous groups and associations. The arrangement and the interaction of these groups, as well as the nature of intra-group communication isare essential for the analysis and understanding of contemporary society and the individual.

Issues and Challenges Let us consider a number of issues and challenges posed by electronic communication, which are a significant part of all human interactions in the modern world. Scientific and technological progress, which granted us the mass communication means such as, computer technology, has significantly enriched our communication. The man person obtained an opportunity to communicate instantly with the interlocutor, to share huge amounts of information, and to obtain any information from the area of interest.

Virtual characters allow experiencing a variety of feelings and moods, enriching human life experience, spreading the boundaries of his worldview. At the same time, it creates new problems. Being unable to imagine themselves outside the world of electronic and technical devices, people are more and more detached from the natural conditions of existence. Living direct communication is easily replaced by talking on the phone or electronic exchange of views. As a result, a direct contact of man with man, developing

emotional sphere and soul, is often replaced by a kind of mechanical interaction, which creates only the illusion of communication.

Electronic communication does not have nuances and, tones, providing a full understanding. It, is deprived of warmth, helping to perceive and feel the other person. AccordinglyThus, a number of emotionally refractory and, morally deaf people increases. Aggressiveness, which, leading leads to mental and behavioral changes, increases. Researchers record the destruction of real neighborhood phenomenon, that which is a direct communication between people in real time and space that , which facilitates reducing their language skills and creative abilities.

Distribution of personal computers lead leads to fundamentally new forms of interpersonal communication: people begin to make friends, to write love letters, make "" affairs,"" and even have sex on the Internet. Of course, this happens virtually, but human enthusiasm about the global information network makes us compels state the fact of joining the real and virtual worlds in a single world. Scientists predict that in " electronic era," most of the communication, entertainment, and needs will fall to the information networks, so that people, in general, may lose the need to leave their "" electronic cottages. " This It is a very worrying trend. A live human interaction, being a multi-level process, develops in people rational, emotional, volitional, and supersensible abilities. Understanding between people requires not only information exchange, but also a spiritual interaction. Computer communication is one-sided. Perfecting a logical refinement of thought, it does not transmit non-verbalized aspects:

emotions, feelings, intellectual rises, psychological mood swings, etc. (Hafner, 87).

The very nature of communication has changed in the network: instead of warmth, sincerity, and humanity people expect for toughness, clarity, practicality, meaningfulness, and effectiveness. Modern technical education, preparing professionals in the computer field, focus on the development of formal logical thinking at the expense of emotional and personal one. This It may lead not only to the tragic gap between the technological development of society and its ideological backwardness, but to the loss of the creative potential of the human mind. New thoughts, riginal ideas, as evidenced by psychologists, emerge not just as a result of the logical form of operating concepts, but are produced in the process of mastering the overall cultural experience of mankind, enhancing intuition and other abilities that cannot be formalized. The scientist's inner world contains heterogeneous strata of knowledge (scientific, technical, humanitarian, artistic knowledge), which meet is attained in the creative process, process and come comes into collision , striking paradoxical ideas. Computer Online communication should not deprive our minds of ability to make discoveries and find alternative solutions. but ThoughHowever, on the contrary, due to the new forms of communication, it facilitate facilitates creative thinking and practical activity (Noveck, 18-22). Opinion of the Eexperts Psychologists and neuroscientists are convinced that endless wandering of the World Wide Web is changing our brain structures. NeAccording to neurologist Gary Small described the following experiment conducted in his University, search for information in web changes neuronal connections. :. " A team of scientists of our University

worked with volunteers aged from 55 to 78 years. – he tells – " Before the start of the studystudy, half of the participants used the Internet daily, while the other had only a general idea of ?? it. We found that with older people having minimal experience of work with the Internet, the search for information on the web could change patterns of brain activity. The Internet made it more effective just in one week (Clark, 21). " Those who live in the Internet age, think literally differently than previous generations. However, setting the endless chain of search queries, jumping from one resource to another without a specific purpose, we do harm to or our brain.

Gary Small states that although this process is although very fascinating, it only leads only to "" computer fatigue. "" The brain is experiencing increased stress when we simultaneously work with multiple sites, respond to e-mail, and talk on the phone. As a result, many of those who work for a few hours, hours complain of fatigue, irritability, and difficulty of in perception. Constant exposure of stress hormones can alter the neural circuits of the brain areas responsible for cognition and mood control. Therefore, it makes sense from time to time to break away from the screen, returning from the virtual to the real world rom the virtual. The Internet connects millions of computers;, and humanity is composed of billions of minds. If we tie them properly, can we get a new and completely independent intelligence as a result? And if this happens, how shall we know about this? According to Michael Chorost cthinks that: " Currently, the only force that can unite people worldwide, worldwide is the internetInternet. , – the writer Michael Chorost thinks . – Rather than fight with it or worship it, we

should "" spread"" in it to expand its borders and become stronger, and cultivate compassion for others.

We need to remember that the World Wide Web is not a product of the hostile forces, commanded from outside. We are the InternetInternet – is ourselves: it reflects our hopes and desires, materialized in hardware and software code . … Attempt to bypass network or stay somewhere in the side of it is a losing option. The only way to overcome the internet is to go through it. " " We already know for certain that the brain is not the only one mental organ: we think by with the help of our body as a whole. Martial Mermillod explains that : " Indeed, the brain is not alone in front of the display, display; it is constantly engaged in a dialogue with the various organs of the body. – Martial Mermillod explains. – ThisIt leads to a general stimulation of brain structures, from which a thought emerges. What happens next is even more amazing. In order to absorb the information, we need to simulate with muscles the way we express our emotions, such as fear or anger. "" In other words, we make subtle muscle movements that send signals to the brain, and these signals may play a crucial role in the decision making process (Robbins, Judge, Millett, & Boyle, 48).

According to Martial Mermillod, Movie movies and TV show us life close-up, providing a powerful effect on our minds and, of course, determining many of our actions. The Internet is less emotionally loaded, so we should not overestimate the danger: we have no reason to believe that we will soon find ourselves in its power. Research in the Bbranch of Aartificial Iintellect The importance of maintaining and developing various types of communication in

the information society is demonstrated by current research of artificial intelligence, that is, computer modeling of human thinking.

Modeling of some functions of the human mind through computer technology, called artificial intellect has multiply significantly increased the amount of information circulating in the society and the person's ability of a person to creatively process and use this information in his the activities. , which It has significantly greatly changed the modern society. In industry and commerce, new information technology has changed the nature of technological processes control through the use of automation management.

They initiated the use of paperless methods of fixation, processing, and transmission of data, which greatly reduces the time and resources on needed in the process of information exchange, as well as making and transfer transferring of the management decisions(McLuhan, 48-50). The emergence of structured databases has allowed to passpassing to the machines the decision making process itself that promotes rapid and effective response under the complex, constantly changing conditions, for example, in social processes management.

Mechanical systems for storing and processing information are creating new opportunities for the design and implementation of robotic and programmable flexible production, and management of technological processes in the situation of inter-industry linkages complication (Willinger, Govindan, Jamin, Paxson, Shenker, 12-14). Scientific cognitions abilities related to virtual modeling of various objects in space and time,

formalization of the procedures of observation and description using the logical-linguistic constructs.

Work on the creation of artificial intelligence also revealed the limits of artificial mind. A fundamental feature of the human mind is the ability for abstracting procedures, allocation of general facts, recurring in the entered various information entered, understandingand understanding of the heart of the matter, accumulation of knowledge in the memory with the subsequent identification, classification, and decision-making. The meaning of the operations performed by the machine, machine is in the human head.

Simulating with a computer program any mental operations, the programmer with a significant speed reproduces (with a significant speed) known algorithms, developed by a man.. whether It may be it is an the analysis of information, search for solutions through wandering in a maze of possible situations, and the desire to find the best result, or even a playing chess and composing music and poetry. However, the human mind does not simply implements programs stored in the memory, but generates them. Actually, the ability to self-generation of essentially new ways of achieving the objectives forms intelligence.

The human mind can form a new algorithm for goal achievement, find a fundamentally different way of solving the problem, never used before, apply quite unexpected tools, and give them previously unseen meanings. Since the meaning of the computer operations is out of it, talking about artificial intelligence is only metaphorical. Human intelligence is not a simple executor of formal logical chain of reasoning. It generates completely new

directions of reflections, which vary depending on the task, and emerging issues. Human thinking is fundamentally creative, contextual, unpredictable, and, to significant extent, value-oriented.

In any logical calculus, all the results and assumptions from which conclusions are drawn, as well as the results are equal, equivalent, and identical by order of importance. At the same time, the human mind consists of a hierarchy of facts, circumstances, findings based on personal judgments and individual value preferences, which sometimes, leads to paradoxical results. In real situations, people do not often show a complete logical thinking, taking into account all the circumstances of events, complying with inference and validation results rules. Often, people just do not have time for this.

They make decisions instantly, situationally depending on the situation and and, that is whytherefore, correctly because, at the same time, preliminary training, genetic memory, past experiences, cultural heritage, aesthetic and moral orientation, etc. are combined in the mind. A decision made as a result of such thinking is only suitable for this particular case, but is not absolutely correct. Moreover, in other cases, a person makes entirely different conclusion on similar assumptions. I addition, thinking is an organic combination of logical operations and visual images, based on the functional asymmetry of the brain.

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