

Communication Strategies of Information Society in Interdisciplinary Paradigm

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Abstract—The article analyzes a number of modern characteristics of the information society and shows the need to take into account interdisciplinarity in the formulation of communication strategies. Accounting for the interdisciplinary factor of the strategy is based on the concept of information culture.

Keywords—*communication strategies; information society; interdisciplinarity; information culture; humanitarian culture*

I. INTRODUCTION

As Ukrainian researcher G. G. Pocheptsov pointed out, “the strategy expands the human capabilities because it allows really optimizing the management processes of the future” [13, p. 9]. Foresight communication strategies are connected with communications of institutional (social organizations, social institutions) and substantial (individuals, their communities) subjects of the so-called public sphere, who have the opportunity to actively realize their communicative needs in the information society.

Nowadays, information flows freely overcome state borders, freely circulate in the information space, which has significantly expanded due to the evolution of digital technologies. In today's society with its complex structure, not only the need of an individual or a social institution for information increases; the possibilities for collecting, processing, storing and transmitting information, as well as access to it, have changed. You can talk about increasing the impact of the nature of information on the development of various spheres of human activity. Modern society can be

defined as a society where there is a constant multiplication, acceleration, compaction and globalization of information exchanges. All this leads to the conclusion that we are now opening another page in the history of public communications, which just presuppose an active process of information exchange.

Information revolutions are the result of two processes developing in parallel throughout human history - the process of constantly increasing the role and volume of information necessary for the functioning of human society, and the process of developing and improving information storage and dissemination technologies.

Today, the scientific concept of the information society does not have a single, universally accepted definition. In the book “Virtual New World”, prepared for the Parliamentary Assembly of the Council of Europe in 1997, the information society is succinctly defined as “an information-based society” [2, p. 37]. This attitude underlies practically all definitions of this form of social structure [3, 7, 19].

The information society is a stage in the development of a civilization with the dominant role of information and knowledge based on it, the impact of information and communication technologies on all spheres of human activity and society as a whole. Information and communication processes permeate the entire structure of such society, and production relations are becoming not so much economic as information and communication. The socio-cultural sphere is also changing, by which it is customary to understand the totality of the various institutions of society, called upon to

produce and preserve, evaluate and master, and finally transmit cultural values [6, p. 32-39].

II. RESULTS AND DISCUSSION

Interdisciplinary characteristics of the information society are described by U. Martin, who presented them according to the following criteria [10, p. 115-123]:

- technological (information technologies used in production, institutions, education system, in everyday life);
- social (information acts as a stimulator of changes in the quality of life, “the formation of information consciousness”);
- economic (information as a key factor in the economy as a resource, service, product, source of value added and employment);
- political (freedom of information leading to the growing participation of various segments of the population in political processes);
- cultural (recognition of the cultural value of information).

U. Martin emphasizes that communication is a “key element of the information society”. In general, this model, according to U. Martin, is focused on the future. However, it is already possible to observe a whole series of changes that confirm the concept of the information society.

Among them, U. Martin identifies structural changes in the economy; awareness of the importance of information, information technology and computer literacy; distribution of computers and information technology; development of computerization and informatization of society and education; government support for the development of computer microelectronic technology and telecommunications; spread of computer viruses and malware around the world. Continuing the ideas of U. Martin, we note that the current state of the digital environment and the active development of media communications [8] allow the subjects of the information society to use various communication techniques and strategies that should lead to the harmonization of social relations.

It is also necessary to mention the information security communication strategy. Qualitative and quantitative improvement of information delivery methods, human involvement in the process of information interaction, constantly evolving information technologies, their high significance in a modern information society - factors that determine many types of threats and possible unauthorized access channels to information.

An information security communication strategy involves a planned, long-term process of developing specific actions to identify, prevent, and eliminate potential threats and unauthorized access to information.

Now let us consider some of the information society criteria presented above. The cultural sphere has a large arsenal of tools (creative, informational, technical, anthropological, managerial, etc.) for building and maintaining effective strategies for the development of the cultural process

of the information society. Cultural symbols of the region that carry a clear communication-image and moral and value potential in the development of a harmonious society are not sufficiently realized in the cultural development of the information society. On the one hand, cultural tools can act as a technology for positioning a region within a dynamically developing market in the face of competition with other regions. “Currently (...) regions have to compete with each other. The subject of competition is investment, traffic, tourists, economic, environmental and socio-cultural projects, ideas, information, specialists” [5, p. 175]. The region, with its economic, environmental, social and cultural characteristics, acts as a “commodity” for businessmen, investors, public figures, the media and the people themselves. Consequently, the construction of adequate communication strategies in the development of the cultural policy of the region is important for the harmonious development of modern society as a whole.

It is necessary to take into account the moral and value potential of culture and cultural symbols, manifested in the socialization of the inhabitants of the region, mainly among young people. The contradictory trends observed in Russia affect the interests of all segments of the Russian public and cause anthropological and value crises, complemented by the destruction of social ideals and the slowing down of cultural continuity between generations. The problem of overcoming spiritual value and anthropological crises can also be solved by communication tools of the regional cultural policy, since the territorial location in a cultural context is the spiritual value environment of the social existence of the inhabitants of a given region, developing the individual preferences of the subject [15]. The following tasks are strategically necessary: it is necessary to identify the specific component of the cultural and symbolic potential of the region; contribute to the actualization of this component in the sociocultural space of the region by means of communication.

The issue of communication management is strategically important for each organization (enterprises, firms), and the principles of effective management express not only its economic, political, but also socio-cultural development. Strengthening corporate governance leads to the intensification of the organization’s work and successful planning of its development and external positioning in the information society.

Corporate governance, on the one hand, concerns the institutional conditions set by the state, and on the other hand, considers the practical implementation of the corporation’s goals in various areas of its activities, including investment policy. The corporate governance structure includes two components: a corporation (company, organization, enterprise) and shareholders (owners). “Corporate governance (...) is a special form of relationship between managers and owners (shareholders) of a company. Corporate governance includes a set of measures, norms, traditions and rules that help shareholders control the activities of the company’s management and distribute the results of such activity in a fair way” [15, p. 15]. In the process of formation, development and prosperity of organizations, the question of the organization of effective work at all levels is acute. Corporate

governance models are different, but one thing remains the main thing: getting investors (shareholders) a response to the investments (funds). The level of corporate governance depends on the importance and quality of the investment project, on the share of external financing and the concentration of property [15]. Of course, it is incredibly important in such a global organized structure to optimize its functioning. Of great importance for this is communication management, as the process of managing information and communications in an organization [15].

Analysis of communication management as an information management process affects the research of the information and communication sphere of each corporation. The information and communication sphere is a complex mechanism, not only in its quantitative, informative, but also qualitative characteristics. It always assumes the presence of a subject and an object of information. The subject of information (body, department, division, staff unit, specific person, etc.) receives and perceives information received through information channels. Then he examines, studies, analyzes informational data, then separates valuable, relevant information and captures, registers it. Information collected for management is processed and prepared for presentation to the recipient (in this case - the object) for making a certain decision. In most cases, all the above manipulations are performed by a person. On the basis of the information processed by him, everything valuable and cognitive is reflected, which is important not only for solving actual problems, but also for the future and future development of the organization.

Being a social category of management theory (in particular, communication management), it has as its object the behavior of people, their actions and relations with each other. Its implementation on the basis of information determines the control effect on their behavior. However, the information performs a rather limited set of tasks. It regulates the interaction of the components of the organizational system (corporation) and the system as a whole, serves all of its levels, contains information about the methods and controls for achieving the goals set. The impact of information on the participants of the communication sphere with the help of information is not so much an act of transmitting to them a specific information message (message) as a complex social, ethical and psychological process of interaction. The peculiarity of such a managerial impact is expressed in the fact that the same information affects different participants in the information and communication sphere differently.

Developed communication management is one of the key factors for the formation of investment reputation (which is of paramount importance in corporate management), the image component (which is important for the organization's competitiveness), and also influences the relationship between the owners and the management team of founders (shareholders). Communication management also determines the development of public relations. In modern society, in all its spheres: culture, politics, and sport, one cannot do without information and communication exchange. Public relations is an applied technology for creating sustainable communication links. This technology allows the development of image

models, advertising campaigns that accompany and promote the brand, contributes to the replication of information.

Communication management in the field of corporate management directly affects the issues of human resource management, and, consequently, a wide range of corporate relations not only in the internal environment of the organization, but also abroad, exerting its influence on shareholders and investors, including foreign.

The functions of communication management include: information, orientation, marketing, etc. In all functions, the key component is the information component. Openness, availability of information allows managers (shareholders) to work with the public, foreign investors, and the media. The integration of communication management in the sphere of corporate management allows to streamline and systematize consumer needs, distribute tasks set by management, and build strategic goals. The whole corporate governance system, therefore, consists of a combination of communication management, marketing and public relations, the development of which should be aimed at maintaining a harmonious communication climate and increasing labor productivity, as well as at the effectiveness of the company's investment policy in accordance with the requirements of the economy and politics that will allow this company to develop effectively in the market. The successive achievement of these conditions is carried out through information transparency and the consistent development of corporate culture, conditioned by effective communication management.

One of the dominant communication techniques and strategies in the 21st century is advertising. In the development and implementation of the advertising product, extraordinary solutions are needed to generate a creative strategic framework and improve the methods of its information support. The essence of the advertising strategy is to determine: what meaning should give advertising to this product, so that a potential consumer would prefer it to competitors' products; bring to the consumer a specific benefit, resolution of the problem or another advantage of a material or psychological property, which gives the purchase of goods. Developing a creative advertising strategy is a kind of dialogue between the brand and its audience by creating an attractive non-trivial product image, developing a model for perceiving and filling the message with significant meaning and creating a key idea - a creative concept.

III. CONCLUSION

Implementation of communication strategies is impossible today without an information culture [9, 13-15], which means a set of means and results of information activities and in the operation of which a certain level of mastering and using information necessary to perform professional functions and personality formation is achieved, can be considered in three forms of its manifestation and existence: personal, activity, subject. Undoubtedly, in the conditions of increasing information flows and the need to select the necessary information from the entire proposed diversity, the requirements for information culture of a modern specialist have dramatically increased. Relevant skills are those of

interaction with the information environment and the ability to use the opportunities it provides.

According to V.I. Fomin, the components of the information culture of a modern specialist are:

- information literacy;
- information competence;
- information value-semantic component;
- informational reflection;
- information culture [18, p. 69].

Information literacy, as the “beginnings” of information culture, is understood as the mastery of knowledge, skills, rules, symbols and standards in the field of informatization and computerization.

Information competence is, as a rule, the effectiveness and constructiveness of information activities based on the already existing information (computer) literacy, that is, the effective use of knowledge and skills to solve problems.

The value-semantic component looks like a system of ideals, beliefs, meanings, etc., meaningful and valuable to the individual in the field of information processes and relationships. It differs from the previous component in the dominance of more complex elements of culture, namely, the semantic content, value orientations and positions of the personality.

Informational reflection is manifested in the fact that the information environment induces a person to constantly evaluate his knowledge and knowledge of all humankind contained in the information sphere. The success of a person’s activity increasingly depends on the timeliness, adequacy and productivity of the information that he finds and applies.

According to L.S. Vygotsky [4, p. 58], culture-creation means that a person is not only the creation of culture, but also its creator. As the next stage in the development of information culture, creativity can manifest itself in creating theories, discovering patterns, finding creative solutions in different information situations.

Information culture is a systemic education, each element of which is closely interconnected with others, but at the same time performs its own independent functions. Formed information culture allows a modern specialist to effectively

participate in all types of work with information and bring his personality to a new level.

Accounting for interdisciplinary components in the implementation of the strategic communication needs of institutional and substantive actors of the modern public sphere diversifies and optimizes the state of the information society.

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