



Editorial Introduction

Technologies and Media Environment of Information Society

Olga Shipunova (✉) 

¹ Peter the Great St. Petersburg Polytechnic University (SPbPU), St. Petersburg, Polytechnicheskaya, 29,
195251, Russia

shipunova_od@spbstu.ru

Abstract

The specificity of the social life-world during the digital era is defined by the dynamics of the multimedia environment where the permanent reproduction of virtual interactions and smart-technologies gives rise to the problem of cognitive orientation in the field of information. Models of personal identification with a new perspective of cyber-anthropology are based on principles for the creation of a multiagent system immersed in the infosphere of the outside world. In this issue we highlight the influence of multimedia space instruments on the education system and the cognitive sphere of the e-culture consumer. In particular, there is a focus on the role of marketing and communicative technologies in the public sphere which are directed to formatting mass consciousness and manipulating behavior. Cross-disciplinary articulations of the information and cognitive paradigm provide the general conceptual basis of the papers in this issue. According to these articulations, the basic role of information in forming the political media discourse and the strategy of public management is determined; the technology of creating the professional image, nonverbal methods in designing consciousness and the stereotype of individuals and social groups behavior are analyzed.

Keywords: Technologies, Infosphere, Media Environment, Language Practices, Computer-mediated Communication, Cognitive Modelling, Framing

Аннотация

Специфика жизненного мира социума в цифровую эпоху определяется динамикой мультимедийной среды, в которой постоянное размножение виртуальных интеракций и смарт-технологий оборачивается для человека проблемой когнитивной ориентации в информационном поле. Модели идентификации личности в новом ракурсе киберантропологии конструируются на базе принципов создания мультиагентной системы, погруженной в инфосферу окружающего мира. В данном выпуске мы акцентируем влияние инструментов мультимедиа-пространства на систему образования и когнитивную сферу потребителя e-культуры. В частности, рассматривается роль маркетинга и коммуникативные технологии в публичной сфере, которые направлены на форматирование массового сознания и манипулирование поведением. Общее концептуальное основание представленных в данном выпуске статей составляют междисциплинарные установки информационной и когнитивной парадигмы. В соответствии с этими установками выделена базовая роль информации в формировании политического медиадискурса и стратегии публичного управления анализируются техники создания профессионального имиджа, а также невербальные методы в конструировании сознания и стереотипа поведения индивидов и социальных групп.



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Technologies and Media Environment of Information Society

INTRODUCTION

Permanent updating of intellectual technologies and virtual environments in the modern society produces new forms of computer-mediated communication which affect the cognitive sphere of the person's vital world (Floridi, 2014, Lintern & Kugler, 2017; Alekseev, 2014). There is a continuous development of the network culture of the information society with its priority on mass online communication. The digital technological environment programs new forms of interactions, new expressions of the person, new roles and statuses of social institutions (Bylieva, 2016). The dynamics of mass communication is considered as the process of producing subject interactions via Web2.0 technology and the interactive websites the content of which is created by their participants (Herring et al., 2013).

PROBLEM STATEMENT

Interactive technologies of the digital culture are designed to solve a constant ontological and existential problem of the subject's cognitive orientation under the condition of systemic pressure of the online environment. The conceptual base for forecasting and designing cognitive actions in the environment of smart-technologies and psycho-equipment is the information paradigm, within which information is considered as a factor of management of abstract system behavior. The information as phenomenon is fundamentally different from energy and from any material substrate of the message code (Colin, 2013). The integrity of the global information field of society is emphasized by the notion of the infosphere which was introduced for scientific purposes during the development of electronic communication software and programming languages. Over the course of the last decades, all symbolically presented semantics of a person's vital world have become incorporated in the contents of the infosphere. The person immersed in the vital world infosphere is considered as an analog to the digital transmitter of information in a multiagent system (Floridi, 2014; Vidal, 2010).

The vital horizon of this elaborate dynamic system is defined from the out side by the environment. Particularly important is the successful adaptation of the semantic context to the vital world, which owes to the updating of direct perception of information and judgment of the situation in different temporalities. The coded nature of information interrelations in the dynamic system allows us to reveal the pressure on the cognitive sphere of subjects that is coming from the multimedia environment (such as, normativity, discourse, semantics), and further to consider its transformations in digital interactions and linguistic practice. Uncertainty of the subject's cognitive orientation in the field of information comes with the existence of implicit knowledge, stratification of hidden assumptions in the context. In the situation of dispersed background knowledge, information exchanges stimulate cognitive processes by way of interpreting coded information which requires the subject's certain initial knowledge. The technology of speech and visual impact on the audience in media space starts the subconscious



mechanism of emotional reaction via activation of the semantic frame of the psychological (fear, revenge, guilt, justice, sensuality, patriotism, etc.).

In smart technologies the subject interactions are regulated by a ratio of the principles of freedom and normativity. In the course of reflection, the information recipient can extract more from the message than what is intended by the sender and the system. At the same time a significant role is played by the form in which the message is submitted which essentially defines the specificity of the subjects' reaction and IT activity in interactions. This is illustrated by the practice of designing blogs which assumes attention management during take-up of information with the help of ordinary "common sense" (LPgenerator, 2018). Subconscious installations of common sense direct intuitive decision-making in the conditions of uncertainty.

Heuristic opportunities of the information paradigm developed in the modern system of knowledge become connected with the models that are formed for the explanation and prediction of the focusing interactions with their nonphysical character. In elaborate dynamic systems the information characterizes functional abilities of a complex system according to external factors of influence and their own state parameters (Maturana & Poerkson, 2004). The explanation of interactions emphasizes the code nature of the causal relationship, fixing the reference points of self-determination of the system and starting a certain sequence of actions. The function of the informative code is the rationing of some potential living space of the system, the instruction on obvious or implicit limits of motives and actions. For example, the intuitive orientation of a person in the information field at the level of common sense is correlated with unspoken norms of signals perception and contextual expectation as a foresight. (Dijk van, 2008). The foresight ability determines a person's readiness to act adequately in the present and predict his actions in the near future. Therefore, the orientation of the infosphere at the level of common sense relies on familiar, intuitively perceived and clear contextual expectations (van Dijk, 2008). Such anticipation is based on the readiness to act adequately in the present and to predict the actions in the near future.

Orientations in semantic environments at different levels demand certain specificity of perceiving and processing the information. In particular, some qualitatively different channels of the infosphere impact on the personality (Floridi, 2011): perceptual (analog of physical contact, via feelings); cognitive (channel of influence via semantic structures, knowledge packages, frames); reflexive (information perception channel connected with value systems and understanding of restrictions, or with comprehension limits).

DISCUSSION

In society, interactions are implemented in hierarchically organized information environments. Modern instruments of PR-technology, such as content analysis, discourse analysis, cognitive models, are used to analyze the information environment, or rather, to organize specific borders of the semantic field of the individual's action and thinking (Evans & Green, 2014). On the basis of these instruments there is a verbal technology of interactive influence which updates the contextual knowledge on the initial assumption of stereotypic cognitive and behavioral reaction of the person.

In a general sense the stereotype of perception acts as a frame or cognitive model of understanding reality, defining semantic borders and orientation of mental dynamics.



The functions of the stereotype in the scenario of designing the mental picture of an event or understanding the image of the future are defined by orientation to imitating a sample or meme and its repetition in different variations. At the same time, the practice of speech communication models the expected emotional reaction and directs rational thinking (Burgoon et al., 2016; Foucault, 1984; Harris, 2004).

Computer-mediated communication is supplemented and complicated by artificial intelligence technologies, and includes complexes of smart systems that support professional activity in various language and social spheres. The dynamics of the global network – which unites big databases and digital interactive media environments – challenges the cognitive actions of each and every person to develop and maintain the ability to flexibly orient themselves in virtual cyberspace. Modern interactive technologies transform stereotypic models of perception, creating virtual worlds without space-time borders. This gives rise to novel practice when the virtual environment, as if by itself, generates stereotypes and the semantic matrix of mass and ordinary consciousness.

The vector of modern information technologies is directed mainly to a figurative component of the mental model of the world when information bypasses the filter of consciousness and directly influences human senses. The widespread technology of creating memes in the communication network rests on the practice of framing and using various instruments of computer graphics for submitting information. Semantic pressure in scenarios of organizing the public space of political life in the fight for human minds rests on the modern technology of visualization which activates subconscious psycho-complexes for responding to positive or negative images created in the media environment (Giles, 2003; Romanenko & Puyu, 2018).

The quality of the world model formed by individual consciousness depends on the features of organizing the information flow to the person from the communicative environment where (s)he is immersed. Cognitive modeling in framing practice is connected with the formatting of mental dynamics by way of transforming the conceptual model of the world which is defined by its figurative and conceptual contents (Shipunova, et al, 2018). In many respects the mental picture of the world is formed by mass media. For example, potential physical actions are latently planned by way of shaping a mental image of “the enemy” on which basis, in the heads of contemporaries, a certain world picture and a stereotypical attitude towards it are formed. A similar scenario of cognitive designing is aimed at the subconscious motivation and formation of popular support of aggressive policies in the future. This can be illustrated with a historical example of relations between Russia and France in the mid-19th century (Tanshina & Smolskaia, 2018). A deeper and long-term level of cognitive modeling is connected with implicit formatting of the worldview within which mental images are justified and consolidated. An accepted doctrine to specify the borders within which the senses are introduced to ideology in education can motivate interpretations of the history of the world and of the state and acts as the main tool in designing the horizon of consciousness. The engaged interpretations of historical events and persons introduce a factor of time not only in a retrospective way to produce chronotopes of events to be described, but they are filled with future-oriented intentions that refract relevant political worldviews in personal consciousness, changing the reference points of a person’s vital world. At the same time, levels of semantic impact



on the person and society in discourse techniques of framing disappear from view and are no longer perceived or reflected, disappearing also from the perception of those who forecast the future. Mystifications of events and persons are anonymously broadcast at the level of new social myths.

The papers of this special issue are devoted to the specificity of the social life-world during the digital era. It is defined by the dynamics of the multimedia environment where the permanent reproduction of virtual interactions and smart-technologies entails the person's problem of cognitive orientation in the field of information. Models of personal identification with a new perspective of cyber-anthropology are based on principles for the creation of a multiagent system immersed in the infosphere of the outside world. The papers in this issue show and discuss this by highlighting the influence of multimedia space instruments on the education system (Ababkova, 2021) and the cognitive sphere of the e-culture consumer (Chirkova et al., 2021). The role of marketing and communicative technologies in the public sphere are considered and thus of technologies which that aim to format mass consciousness and to enable behavior manipulation (Pletnev, 2021). Cross-disciplinary articulations of the information and cognitive paradigm provide the general conceptual basis of the papers in this issue. These articulations reveal the basic role of information in forming the political media discourse (Lobanova & Jie, 2021) and the strategy of public management (Bragina & Shilova, 2021). This includes technologies for creating a professional image (Yefanov & Bانشchikova, 2021) as well as nonverbal methods in designing the consciousness and a new stereotype for the behavior of individuals and social groups (Agranovskiy & Avilova, 2021; Bylieva & Moccozet, 2021; Ryabukhina, 2021).

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