



Peculiarities of Applying of Documentary Principle of Media Practice

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Abstract

In today's conditions documentary communications system is substantially transformed in accordance with the forms, means of information convey, based on the use of information technology and Internet communications capabilities that impact the efficiency of information exchange and its optimal use. Improving social phenomena caused by the weight of document management communication processes in the system of social communications, creating a new generation of storage, processing, distribution and use of information based on virtual technology. Operation of the document in the society covers all areas of human life associated with both a reflection of reality, and with its purposeful change, all aspects of public relations. Information war for the reality of form and content of documents, for accurate and objective reflection of reality, by exposing various imitations and strengthening the legal status of these documents became magnitude as their right to legal existence became increasingly claim not documents, but their counterfeits. Due to this conflict confrontation spread through the media associated with evidence of exposure and refutation of specific fraud.

Keywords: Document; Documentary Communication; Social Interaction; Interpretation.

Introduction

The relevance of research trends in the application of documentary principle of information presentation in mass communication is determined by complex of factors. Praxeological value of document in the system of social communication based on his pragmatic, functional identity and as an object and as a result of journalistic work and social communication activities in general. The theoretical relevance of research is primarily in the social and epistemological aspect, due to increasing the volume and quality of knowledge and information in the transition from an industrial-technocratic society to information society, to knowledge society, the growing importance of documentary information, documentary evidence of the facts in the formation of a democratic, civil society. The development of the theory of the document as a system object, its attributive and functional properties within the generalized scientific discipline about document - The Documentation develop such Ukrainian scientists as V. Bezdrabko, V. Ilhanayeva, S. Kuleshov, N. Kushnarenko, M. Slobodyanyk, G. Shvetsova-Vodka. The problem of the role of media in civil society is intensively investigated by the foreign scholars of the second half of the twentieth century. The question of media and society interaction that forms and develops as civic and information, which hosts globalization, are devoted to works of the German philosopher J. Habermas, research representatives of the French school of sociology of Bourdieu, Jean Baudrillard, A. Mole, J. -P. Schwarzenberg, Russian scientists M. Grachev, I. Dzyaloshynskiy, E. Vartanova, M. Vershynin, M. Vasylyk, V. Konetska. Various aspects of this problem are investigated in Ukrainian communication science, particularly in the works of A. Grytsenko, V. Rizun.

The objective of research: to reveal the mechanism for applying the principle of documentary information for media influence in order to receive benefits in various social spheres.

Results and Discussion

Social communication is a system of information exchange between communicants and recipient, acquiring real expressions in not documentary and documentary communication. The evolutionary nature of social interaction and communication leads to the formation of global social and communication cycles, which are implemented in different ways of communication in the social space and time. Documentary component occupies a key position in the system of evolutionary cycles of social interaction and communication, including: proto cognitive, proto documentary, documentary, informational and cognitive. With the development of social and communication interaction within each communication cycle are actualized social communication processes, such as symbolization and verbalization; documentality, update, mediation [1].

For documentary social communication is inherent spatial and temporal distance, for not documental communications (in the case of direct radio, television broadcast) - only spatial [2]. Social and communication space is formed as a symbiosis of natural and man-made ties and realities of social relations, based on underlying mechanisms of human society and social intelligence. It covers a number of communication mediums, the essence of which is determined by different conditions of communication interaction. According to V. Ilhanayeva within social communication space can be pointed an environment like social sphere which covers information techno sphere and information sphere (document sphere, semiotic sphere, noosphere) [3].

Not documental social communication uses the first the means of semiotic sphere as it senses an environment that provides insight and understanding of society, associated with the processes of encoding and decoding of information, social and cultural transformations of social meanings in different language systems. When we have not documental

communication information is transmitted in form of speech in radio or television broadcasts, in a form that does not provide information on securing tangible medium.

Documental social communication refers to document sphere, which revolves documentary information, information specially recorded on a physical medium to transmit in the social space and time. The document sphere exists in space and time parameters, it describes the condition and quality of the documentary memory of mankind. Document sphere is based on communication events, which are interconnected in close relationship to logic and functionality levels:

- documentary resources, including documentary flows, documenta arrays, documental funds, reflect the processes and results of all the areas of focus of society;
- documentary (documented) information that is specifically recorded on a physical medium to transmit in the social space and time;
- processes (documentation, document graphy, documentation services), which support the distribution (transmission) of information in society through documents [4]. Documentalization as a process of global social and communication cycles
- documentary - provides for the transfer of information and knowledge in documentary form by recording information about objects accessible to human consciousness at different levels of existence in the corresponding symbolic forms. Documented data can be replicated and replicated without violating their logic and meaning. Embracing the nomination process, attribution, definitions, registration, recording information, generating information, its collection, storage and distribution in the global social communication cycle documentalization creates the conditions for the documentary memory of mankind and sets the stage for long-term storage in the channels.

As the perception by the reader the interpret reality presented in analytical texts of the media, is directly related to the adoption of certain decisions, development of socially important positions and the implementation of specific practical actions are high demands on the reliability of information offered by the media. This requirement is important for the reliability of descriptive, factual information, and for evaluation. Ability documentary proof of the information is a subjective characteristic, and that is by journalistic text appears before the audience the one authority that is responsible for the validity of the provisions put forward.

Today globalized media became producer of information products, marked by certain political or economic interests, and directly involved in acts of communication for its distribution of a real documentary or electronic form as a product or service. Given the deployment process information society based on modern advanced information technologies (telecommunications, multichannel, digital electronic systems, satellite communication) media broadcasters have direct information wars, conflict of ideologies, political conflicts and economic interests of different political, social and professional groups.

In modern terms, in keeping latent and not latent information warfare and on international level and on the domestic level, documentary sources in journalism became one of the characteristics of varieties of information weapons. Documents presented to the public through the media, enabling a powerful effect on enemy information in the information war [5]. Professional social and communication activities on any stages (collection, storage, distribution and use of social media) can be used and is used in the conduct of information warfare, to achieve the benefits due to distortion of information, breach of information processes and systems opposite side while protecting proprietary information and processes that are based on data and information systems [6].

Condition for achieving information superiority in space of competitor is successful social interaction, carried out in the media of communication act. All processes (documentalization, updating information, mediation) which form the basis of social interaction, can pursue the goal of open or hidden purposeful information impact in order to obtain certain advantages in material, military, political and ideological spheres [7]. Because the goal and objectives of each of these processes, being one of the cycles of global communication process ,can be identified and corrected in accordance with the strategic or tactical information warfare tasks:

- during documentalization process information and knowledge is objectified and transfered in documentary form, that formed the legal basis documented evidence and argument;
- update of information provides updated information, extension, renewal, transfer of information to effective use, implemented measures that can be focused on the subjective satisfaction, corporate or group interests, namely provision of access to information, development of methods and search strategies, converting the presentation to the channels of social communication, structuring of subject-object field of information visualization;
- mediation creates new social realities that differ from the established reality, creating and raising awareness of different functionality, content, combining various forms of information on one channel, mediation provides an integral reproduction of reality and is supported by a new or existing mechanism of synthesis of knowledge.

Conclusion

Dominance in cyberspace is achieved through successful social interaction, ongoing communication media in the implementation of the act. The purpose of open or hidden purposeful information impact determines the degree of compliance with the principle of documentary social interaction for specific advantages in material, military, political and ideological spheres. The document can perform both positive and negative role in the development of society. The positive role due to use of documents, typically the legality of their practical application, and the negative - the reluctance of people that make up the document to recognize the legitimacy and mutual respect others' rights and freedoms as the basis for the legal community. Based on the traditional instrument functions in society (proof of the facts and the evidence, exposing anyone, anything, refuting false facts or which do not occur), documents, information warfare participants acquire specific functional features.

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