

CHAPTER 9. SOCIAL COMMUNICATIONS

SOCIAL COMMUNICATIONS AND CULTURE: INTERACTION IN INFORMATION SOCIETY

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Abstract. The study deals with the interaction and interconnection of social communications and culture in the information society. The choice of the theme is due to the urgency of the study of this specified issue. To achieve the goal, a number of tasks have been solved during the work, among which the key ones are: clarification of the definitions of the concepts of “information society”, “social communication”, “culture”, “social culture”; defining the functions of social communications; study of culture as a factor in the modernization of the information society. In accordance with the tasks, the social concept of communication and types of culture is analyzed in this paper. The functions of social communications in the information society are considered. Social communications have a wide variety of functions that support the livelihoods of modern social systems. The basic principles and functions of social communications have been generalized. The issue of social communication is a priority for society, as it helps to identify the features of the social communication system and consider them in the practice of social relations. It has been established that social communications of the modern type form a constantly changing environment, resulting in the destruction of the old and the formation of new models of social communications, which is a social problem, the solution of which depends on the transformation of social values and the formation of a new system of social

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communications in a globalized world. The main function of social communications is information. The paper examines the question of culture as a factor in the modernization of modern information society. It is revealed that culture in the development of information society plays a dominant role, because it intensifies the communication component of every phenomenon that is broadcast to society; as a result of these processes, under the influence of technological changes, a number of components of the information society are transformed: ideology, values, representation, politics, tastes, the notion of aesthetic, cultural, social, etc. The legality of interconnections and the mutual influence of social communications and culture in the context of the information society is proved. It is established that communication is one of the elements of the system of modern information society, its social interactions. Modern communication technologies serve to interact with, influence or interact with different social audiences, shape the culture of a modern individual and separate social groups. Culture, in its turn, provides a new approach to information, because both the social audience and individual communicators have the opportunity to receive new information, to study, to form an opinion. In this case, culture is a human tool for adapting and changing information and communication environment. The methodological basis of the research consists of theoretical positions of scientific works of domestic and foreign scientists, devoted to questions of characteristics and functioning of social communications, social culture, information society in general. In the study, the authors used comparative and analytical scientific methods and the method of generalization.

1. Introduction

Modern society is distinguished by the active formation of the global communication space, which significantly affects the life of society, individual personality and functioning of the components of the culture system. Such information-revolutionary changes have a unique impact on all elements of the social system and communication system. Today, information has become key to everyone's lives. So we can state the fact of the introduction of humanity into a new stage of its development – in the era of the information society with all its achievements, contradictions and conflicts.

The new stage in the development of society was caused by the next wave of the scientific and technological revolution, the development of new information and telecommunication technologies that drastically

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changed the way of human life, industrial relations and management methods, the system of value orientations, the style of life and the world perception of people. Global technologies change the forms of communication, and the rapid development of the Internet brings significant changes to the modern information and communication environment, social communications and culture itself.

Communication as one of the oldest institutes of society today becomes of exceptional significance – it is through communication that the entire history of mankind passes; communication forms vital values, one of which is culture.

The phenomenon of communication (in any of its stratifications – from mass communication to social communications) will not be complete without taking into account the phenomenon of culture, and within the framework of modern culture, social communications are considered as a factor in the information and communication system. Instead, an understanding of culture, the dynamics of its development and its practical functioning is complicated by the failure to take into account the factor of information phenomena, which prove to be non-viable beyond the activities of communication processes.

As for social culture as a special form of social existence of a person, the functioning of this complex system within the limits of social communications is the influence on the environment, the functional factor of which is the system itself, and assessments of the functioning of this system derive from the experience of the past and current life practices of an individual. Modifications of this experience, occurring within the framework of social communications, allow us to discover and consolidate new functionalities of culture in the current social circumstances, to ensure the continuity and traditionality of these opportunities in the information society.

It is the interaction of social communications and culture in the information society that is a topical issue of our day and the purpose of our study.

To achieve the goal it is necessary to solve a number of problems, among which the key ones are: definition of the concepts of “social communication”, “social culture”, “information society”; studying the functional features of each of these concepts, ascertaining their interrelations in the context of the modern information society.

The methodological basis of the research consists of theoretical positions of scientific works of domestic and foreign scientists, devoted to the

questions of the characteristics and functioning of social communications, culture, the information society in general (V. Bebik, N. Boyko, L. Veretska, B. Wellman, V. Havlovsky, A. Girić, I. Devtersov, N. Kostenko, O. Kuchmii, E. Makarenko, G. Pocheptsov, G. Reinhold, V. Rizun, V. Ryzhkov, E. Romanenko, V. Stechina, A. Kholod, A. Shadrin, O. Shevchuk, A. Yakovets, L. Yaremchuk and others).

The research combines scientific methods that contribute to the most meaningful and comprehensive coverage of the problem under study – analytical and comparative methods, generalization method.

2. Functional characteristics of social communications in the context of the information society

Today, the person is literally surrounded by information. The number of communication channels is increasing, the means of information transmission are constantly being simplified, becoming more compact and accessible. The speed of information transmission affects the speed and frequency of increase or decrease the relevance of a phenomenon. Society, thanks to the Internet, can create daily amounts of data that are incomprehensible to the individual human mind. As a result, a sense of the introduction of mankind into a new phase of its development – the information society.

Considering the supporters of the theory of the information society, considering the development of society as a “change of stages”, its formation is connected with the dominance of the “fourth” information sector of the economy, which appears along with agriculture, industry and services. At the same time, the researchers note that capital and labor, as the basis of an industrial society, in this case, give way to information and knowledge.

Thus, the structure of society in general is changing – the processes of interaction of various social groups go to a new level, and the modern influences of information technologies lead to the fact that in the information society these groups are replaced by socially undifferentiated “information communities” that are in contact with a virtual environment where it is difficult to determine in general the social status of the participants in communication, since the communicative system acquires a complete convention.

In order for interaction in groups to have a direct impact on the processes of the social system, it is necessary that the social communication itself reaches a state in which the identified influence could be realized in groups of different levels. In addition, the center of productive activity should shift

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to the level of direct associations, namely, they must ensure all conditions of efficiency and creativity in a society where the social structure is influenced by processes in small groups [14].

Since information is an “integral part of all human activity, in which all processes of individual and collective existence are continuously formed by a new technological means” [5, p. 16], modern social communications, having a global character, dictate new requirements to the social system. The society and its internal structure, as well as the functions of individual elements, are changing, and above all, these changes affect the communication ties.

The special features of this type of social system that meet these characteristics are the high mobility of social processes, the intensity of change, coupled with the increased density of social communication and the acceleration of technological base development. Changing the life-world of a modern person, the existence in the conditions of saturation of information causes the restructuring of its cognitive abilities. And the main object of this transformation is individual activity.

The information society not only leads to an increase in the density of social communication channels and blurs the boundaries between participants in the information exchange, but also changes the perception of the place and role of the individual in society as a whole. The person is forced to act simultaneously in two dimensions. Individual processes here have a priority over social ones. And the amount of information and the ability to expand their own communicative space completely change the attitude of the individual to the ways of interaction with others and the culture of communication in general.

At the same time, the availability of information and removal of restrictions related to virtual activity leads to the fact that “there is a loss of human control over most significant social processes, the desire of man to abandon promising goals in order to get a quick result. As a result, there is an ever more obvious fragmentation of human existence” [5, p. 258].

The more intense circulation of information, its incredible quantity and the availability of its production really form the information society.

The invention of the term itself is attributed to Yu Hayashi, a professor at the Tokyo Technological Institute. In his opinion, the information society is a concept of post-industrial society; a new historical phase of the development of civilization, in which the main products of production are information and knowledge [cit. for: 16].

In recent decades, many researchers have considered in their works the phenomenon of the information society. Gradually, a number of distinctive features and features were developed, among which: an increase in the role of information and knowledge in the life of society; an increase in the share of information communications, products and services; Creation of a global information space, providing effective information interaction among members of society, their access to world information resources and meeting the needs of information products and services; lack of clear social stratification; de-standardization and individualization of production, and hence attention to innovation.

It is difficult to clearly define the term “information society”. The biggest problem is that the concept of the information society has many assumptions and hypotheses about what has changed and continues to change, and how these changes take place [15, p. 11].

Today, it is difficult to determine even the fundamental criterion of the characteristics of the information society. Although it can be stated that knowledge and information are the foundation of the organization of the information society, as well as a key source of innovation and social dynamics.

We consider knowledge to be a fundamental factor in the development of society and its progressive life. And when appropriate in the context of developed civilizations, it means that they have a large stock of accumulated knowledge. Times of decline in the development of any society arose when the role of knowledge in the life of society was sharply reduced.

The lack of a quantitative indicator of the importance of information and knowledge in the life of society puts us in front of a key issue – the definition of the beginning of a new stage in the development of human civilization. It is believed that the period of the formation of the information society coincided with the process of globalization, which reflected the main challenges of the rapid change in the world: the rapid development of e-commerce, the coordination of financial markets, the development of supranational organizations, etc. [7].

The formation of a modern information society, in which the main objects of management were ideas, images, intelligence and knowledge, was reflected in communication processes. Language as the main means of communication of people has become algorithmic, minimization of the content of concepts and their simplification, which leads to a significant

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speed of processing and accumulation of information, to change the content or its full distortion while preserving the apparent objectivity.

Today, communication is one of the elements of the information society system, its social interactions. Modern communication technologies (all types of technologies used to process information) serve to interact with, interact with, or interact with different social audiences, or capture or distribute information products in an informational way. There are new opportunities for communication. Most information resources, marketing services, information business, online communication are transferred to the virtual communication space, where, on the one hand, one can freely express an opinion, on the other hand, it has a massive impact on users, and forms social relations that are carried out among different communities.

Communication today permeates all spheres of human life. Information that circulates through communication channels, transforms society into information. Modern social communications form a constantly changing environment, resulting in the destruction of the old and the formation of new models of social communications, which is a social problem, the solution of which depends on the transformation of social values and the formation of a new system of social communications in the conditions of the information society.

A. Rakitov thus defines the features of the modern information society: the possibility for any subject of the macro or microsocial environment to receive any information and knowledge necessary for life, development and creativity; availability for such purposes of the corresponding modern technological base; availability of infrastructures that can provide national information resources; acceleration of automation and robotization of all spheres of production and management; radical changes in the social environment itself in the development of information activities and services [11, p. 32–33].

As a result, the emergence of an information society, the main object of management in which are not material objects, but symbols, ideas, images, intelligence and knowledge (components of social communications).

On the other hand, the creation and operation of communication products of a social nature depends on the society itself, its real socio-economic, socio-political, ideological conditions of development. The formation of communication products is also influenced by the conditions of development of those spheres of society that these products relate to.

The communicative process is a necessary prerequisite for the establishment, development and functioning of all social systems, since it provides the link between people and their communities, makes possible the link between generations, the accumulation and transfer of social experience, its enrichment, the division of labor and the exchange of its products, organization of joint activities, translation of culture. It is with the help of communication that management is carried out, therefore it is also a social mechanism through which power emerges and is realized in society [8, p. 197].

The authors share the opinion of scientists (V. Bebig, I. Devtterov, E. Tikhomirov) that the key functions of social communications consist in strengthening society, transforming it into a holistic social organism, as well as in maintaining and preserving this integrity.

The strategic functions of socio-communication can include the following: information function (main, providing the audience with a certain set of information, creates a single “information” coordinate system for the perception and assessment of events occurring in society, organization and management of information flows built all public relations); communicative function (linked to the regulation of relationships between different individuals or segments of the audience, as well as communicators with the same audience); integrative (regulation of social relations); socializing function (implements strategic ties with the public on which the whole social sphere is based; the function is connected with social education of members of society, the formation or change of the intensity and direction of social guidance, values and value orientations of the audience with which communication is carried out); organizational-behavioral function (associated with the initiation or termination of certain actions of the audience); emotionally-toning function (is to regulate the emotional level of the audience, stimulate its emotional reactions) [2, p. 158].

Consequently, social communication is a means of coordinating and coordinating public interests on the basis of full informing of citizens, respect for the rights and freedoms of the individual, democratic political culture.

Analyzing the content of the functions of social communications, we can state that socio-communication is the systematic processes of the formation of social practices through the use of communication technologies in the creation of information, its search, organizing, transmission, exchange, preservation and measurement of the impact on the recipient [17, p. 9].

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The main components of this complex multicomponent phenomenon are the subjects of the communication process (communicator and recipient); means of communication (codes used for the transmission of any information (words, pictures, graphs, etc.); the channels through which the message is transmitted (telephone, radio, television, Internet, etc.); the subject of communication (process, action, phenomenon etc.); the effect of communication (the consequences of communication, expressed in the actions of subjects of the communication process) [13, p. 218].

Therefore, the development and transmission of socio-communicative practices are supported by effective forms of interaction between an individual and the surrounding world and constitute not only the result of their adaptation to natural or social conditions, but also become meaningful internal imperative of the importance of the existence of communicative systems in accordance with the cultural inquiries of the individual / society in the information society.

Social communications of a modern type form a constantly changing environment, resulting in the destruction of the old and the formation of new models of social communications, which is a social problem, the solution of which depends on the transformation of social values and the formation of a new system of social communications in a globalized world. The main function of social communications is informational. Social communication as a means of existence and transfer of public values and norms determine the level of society's culture and the peculiarities of its functioning.

3. Culture as a factor in modernization modern information society

Cultural policy is not only the continuation of state policy in the socio-cultural field, but also involves social communications, modeling the mechanisms of the natural socio-cultural process, stimulating the accelerated development of the information society [1, p. 104–105].

The peculiarity of the newest socio-cultural reality lies primarily in the fact that society is at the stage of socio-information transformation, changes in the type of its organization and existence. In principle, this can be called the next, “informational”, the stage of development of society.

As S. Semashko rightly observes, in its content socio-cultural processes, “on the one hand, are the result of socialist modernization with all its successes and disadvantages, and on the other – the present transitional period is a continuation of modernization, but in the new conditions of capital-

ization and market relations. The process of the second period of modernization is controversial, because the revival of ethnic traditions (which are considered to be inherent in a traditional society) is a certain hindrance to modernization... There is a complicated sense of the collision of the “traditional” and “modern”, in which tradition becomes one of the sources of cultural modernization [12, with. 76].

However, N. Zrazhevskaya notes that the concept of information society, which has many interpretations, “mainly concerns two main directions of development of its research. On the one hand, we see that part of the scientists consider the phenomenon of the information society to be a radically new entity, which needs new methodological approaches to its analysis, on the other hand, supporters of traditional methods of sociology believe that the information society is a consequence of those processes that have been formed in the past” [2, p. 41–42].

However, whatever the approach and understanding of the formation of an information society, the fact that one of the most valuable achievements of society, which influences the fundamental processes in it, is the culture.

Culture as a social phenomenon – a phenomenon complex, polystyrene. It is integrated into various spheres of human life. Hence – the ambiguity of the definition of the concept of “culture”, its logical structure, essence and forms. Each of the definitions of culture captures real and significant features and features, but none of them is exhaustive.

Culture, as an object of sociological analysis, is a set of structures, processes associated with the functioning of society at different levels of development, a system of control over social behavior (the system of social structures and social relations in relation to cultural phenomena, especially the interaction of culture as a social institution with society).

Traditionally, culture is regarded as a set of values. Valuable dimension – one of the most important in culture. Consequently, in a narrow sense, culture is the values, beliefs, patterns, norms of behavior, inherent in a particular social group, a specific society; in the broad sense – this is a social mechanism of interaction (means, methods) of the individual, community with the habitat (natural and social), which provide the transfer of experience and the development of any activity.

That is, culture is a qualitative characteristic of human activity, through the social system that penetrates the society, all its branches and structures, and the diversity of manifestations of human culture corresponds to the

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multifaceted human activity. This is a structural element of social relations, a set of scientific knowledge, practical skills, everyday and theoretical consciousness, high spirituality, necessary for the development of society and the formation of personality.

Conceptually, culture is understood as a culture of social sphere (along with economic, political, legal, and other cultures); the culture of the functioning of social institutions; certain sociological aspects of culture in general.

From the above paradigms we can conclude that today the concept under study does not have a clear methodological basis. So we can talk about the identification in the information society of the concepts of “social culture” and “culture” as a whole. Increasingly, the use of the term “social culture” indicates the multifunctionality of this phenomenon.

Along with the actual “modernization” of the term, culture serves as a modernizer of the modern information society, which gives grounds to speak theoretical ideas about current social processes, social practices and dynamics, social infrastructure and orientation (economy, politics, etc.), social organizations, management, etc.

The main object of social culture is an information society with a number of social institutions that require full functioning in the latest information and communication space, and culture is a factor in the development / improvement of this environment.

After all, with the help of culture, the necessary processes for the effective functioning of the information society are carried out: intersubjectivity of relations (in the process of communication, personally colored values of this interaction are acquired, which acquire the character of social meaning-semantic community); the personal character of communication is formed (personality “is born” through the social channel of cultivation); Dialogism is carried out as a principle and practice of social life of the carriers of social life, which potentially enable social processes, phenomena, events); personalization of contacts of human relationships as their target and semantic content (regulation and regulation, development of personal patterns of behavior, which are characterized by social processes of the information society).

Returning to the problems of social and cultural policy implemented by social communications, we will give the opinion of Ukrainian researcher T. Kuznetsova that the priority objective of this policy is the comprehen-

sive development of the system of cultural values orientations of man and society that are implemented in social communications. T. Kuznetsova calls important the construction of a new axiology, creatively correlated historically with social experience and the national cultural heritage in which it is expressed, with the tasks of socio-cultural modernization of modern society [6].

Indeed, public knowledge of the cultural continuum is possible only at the level of the genotype-phenomenon, that is, in an ontological sense. In addition, the anthropological character of the identification of a multicolored holistic cultural space implies an understanding of this space as a spectrum of types of human mediation.

The criterion for educating the audience, the level of its intelligence is the degree of involvement of this audience to spiritual values, humanistic ideas against the background of our era of pragmatism and rationalism, in a situation of spiritual fragmentation of the individual, which is inherent in the time of society's transformation in the information. Actually, it is the philosophical analysis of the socio-cultural policy of social communication that allows us to explain the processes of spiritual and social life, to systematize and organize various forms of human activity. Therefore, in modern culture, the processes of general integration of the far-fetched sciences from one another and the emergence on their intersection of new ones are becoming dominant: biochemistry, genetic engineering, biophysics, etc. [10, p. 3].

Socio-cultural problems in social communications may be aimed at the creation and exchange of various types of content and its quality materials. It can be presented in rather general form, accessible to a wide audience, and in the context of the interest of a narrow circle of people who are interested in problems that violate the socio-cultural content.

Therefore, we can state the diversity and diversity of socio-cultural content in social communications. This is important for understanding intercultural communication in today's information society, which not only can unite the audience, but also influence its interpersonal contacts.

Socio-cultural content transforms the personal communication of man with other people into the main means of transferring collective experience. The point is that the socio-cultural preferences of one person become important for other members of the audience as complementing the genetic inheritance, a person through culture either transmits or receives certain knowledge.

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Socio-cultural content of any communication is connected with the creation of a formalized audience. It is the socio-cultural interests or, conversely, the contradictions that lead to the formation of social groups united by these interests.

Of course, aside from these information processes can not be social communications.

Considering culture in the context of modernization of modern society, it is necessary to pay attention to this aspect: the modern information society appeared to be the last pillar somewhat unexpected and, to a certain extent, spontaneously. It is about industrial civilization, the economic crisis, uncontrolled technosphere. However, as social practice proves, we have received a rational model of development in which information from the transmission of messages turned into a clearly predictable substance, a set of knowledge in the form necessary for managing the economic, social and cultural life of a society.

Culture as an important component of the experience and practice of organizing the social existence of an individual increasingly becomes a sign of a complex phenomenon, turning into an instrument by which humanity, at last, will be able to satisfy not only aesthetic needs.

Culture implies a new approach to information, since both the social audience and the individual communicant (the person) have the opportunity to receive new information, to study, to form an opinion. In this case, culture is a human instrument for adapting to the environment.

Today, we can talk about the functioning of the so-called “new information culture” – a phenomenon that drastically influences the economy, management, mass media, the mentality of generations, and the behavior of society as a whole [3].

According to O. Zakharova, the exploitation of the “information culture” in the broad social context leads to the association of this concept with the communication factor, and in the applied sense of social communications can reveal no more than a small part of the information culture that forms the socio-cultural space itself. The scientist argues that information culture is a fundamental notion of communication practice and contains historical mechanisms of self-adaptation to a changing information and communication environment. It revives social practice, eliminates outdated traditions, establishes new behavioral norms and spiritual values of the information society [3, p. 9], and therefore upgrades it.

Socio-cultural policy in social communications programs our behavior and activities not only because of the relative uniqueness of situations and conditions of socio-cultural interpretation in the informational society of being, but also through the filters of values of the individual individual.

However, the priorities (market relations, globalization, the leveling of spiritual values, etc.) of the modern information society dictate the opposite orientation of the “averaging” of man and increasing fragmentation.

The context of the problem under consideration makes it necessary to draw attention to such an aspect of socio-cultural policy in social communication as the value aspects of culture and information. After all, when becoming in the XXI century. the information civilization raises the question of the interaction of information and culture. In this case, the value of information is understood knowledge accumulated by humanity about nature and society. However, it is possible to freely distribute this knowledge in social communications only on condition of free communication.

Laying the basis of culture as a factor in communication, we mean the process of interaction between individual individuals and between different cultures. In this case, the value of culture can be understood as its dialogue, that is, the possibility of contact with other people, epochs, etc. through the culture of mediation.

The communicative value of culture is the use of certain strata of knowledge by various cultures in public. In the interaction of cultures, each borrows in the other necessary information necessary to achieve its own goal. The interaction of culture and communication in the information society is a process of interweaving of absolute and relative values as social phenomena.

Scientists have developed several approaches (concepts) to understanding and interpreting socio-cultural issues in social communications. Thus, culture is one of the key factors in the regulation of social activity. Social communications broadcasting socio-cultural patterns, consider society as a separate and integral segment of culture, and social communications themselves transmit content related to culture to society.

Exploring the problems of cultural influence on the modernization of the information society, we should mention the mass culture. After all, the relationship between mass culture and the information society is one of the complex and contradictory socio-philosophical problems. Today, the active development and use of various types of communi-

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cations (social, electronic, telecommunications, etc.) in the information society is combined with the widespread spread of mass culture, since this type is capable of mastering and using progressive communication forms as much as possible.

It is worth mentioning another kind of culture – elitist. An important aspect necessary for considering the formation of the mentioned cultural type is the consideration of issues related to the interconnection of culture and the professional activities of the individual. This is particularly actual today when it comes to interconnections in the information society. After all, modern culture developed and developed in many of its essential components and characteristics as a result of the actual professional activity of the individual in society.

The very professional activity that can determine the priorities and specifics of the dynamics of world culture, needed the qualitatively new information technologies that it created, and through which it has been self-created for a long time. These are, above all, technologies of scientific knowledge, professional education, social management and professional art. On these bases, there are professional subcultures and intercultural communication themselves, which have a significant impact on the development of a modern information society.

Intercultural communication as a system-forming factor of modern information culture is a process of interaction between subjects of socio-cultural activity (individuals, groups, organizations, societies of the virtual space), which takes place in order to transfer and exchange information through mediation of sign language (s) adopted in this culture, which is connected with the change of ideological paradigm. Intercultural communication acts as one of the basic mechanisms and an integral part of the socio-cultural process, which provides the possibility of forming social relationships that change the perception of man about himself, accumulation and translation of experience. The statement of the problem of socio-cultural communication as a system-forming factor of modern information culture is connected with the explanation of the nature, factors and mechanisms of the formation of intercultural communication as a kind of social, which contributes to the intensification of information processes.

According to V. Mironov, today the society observes the process of the extremely necessary adaptation of culture itself to the global information space, which undergoes its influence by significant changes. As a result,

the culture itself is changing, as a result of the processes of modernization of the information society [9, p. 36–37]. Yes, and the modern information and communication space itself creates ways of communication, forcing the culture to speak this language. As a result, it loses its main feature, characteristic of the era of local cultures – stationary, completeness, the presence of the corresponding cultural opposition. Modern culture should be interpreted as a sharp change in the communication space, which increasingly destroys the boundaries between cultures and creates conditions for the formation of a new type of cultural integrity that results in the “updating” of the information society.

It should be noted that intercultural communication affects not only the existence of man and society, but also the consciousness of society and the individual. Changes in the socio-cultural space of the information society take place in a historically compressed framework. Along with the transformations in the social and economic structures of the formation of the information society, it is active social, psychological and cultural influences on the person. There is a noticeable unification of mass consciousness, because people at one and the same time “consume” the same information.

On the other hand, along with the process of unification of consciousness there is an extremely opposite trend – the modern man has the opportunity to show and realize his personality in modern society. The realities of intercultural communication of the information society put forward new demands – first of all, the availability of abilities and readiness to change activity, mobility, retraining, mastering the new specialty. At the same time, not only the problem of human individuality, but also personal identity, is actualized. If in the socio-cultural space of the traditional society the collective / mass prevails over the personal, then for the informational and communicative space a modern freedom man has a wide freedom of choice, realizing which, as never before, a person can show his personality, which is a special feature of the modern information society.

Therefore, culture in the development of the information society has an exceptional significance, because it intensifies the communication component of every phenomenon that is broadcast to society; As a result of these processes, under the influence of technological changes, a number of aspects are transformed: ideology, values, ideas, politics, tastes, the notion of aesthetic, cultural, social, etc.

4. Conclusions

Today, social communications are a basic component of the information society and a necessary factor for its progress. Social communication actively influences all spheres of human life, its material and spiritual culture.

In an information society, the problem of interactions between social communications and cultures is central. First of all, this is due to the intensification of the information and communication space itself. After all, informatization and globalization of the modern world contributes to the dynamic development of intercultural contacts, the creation of new socio-cultural communicative entities.

The communicative value of culture is the use of certain strata of knowledge by various cultures in public. In the interaction of cultures, each borrows in the other necessary information necessary to achieve its own goal. The interaction of culture and communication in the information society is a process of interweaving of absolute and relative values as social phenomena.

The practical needs of the interaction of socio-communication and culture lead to the need for new theoretical searches, lead to a rethinking of traditional ideas and a pressing need in the corresponding scientific paradigm.

Thus, the interaction of social communications and culture serves as a complex socio-cultural process, the process of interaction between the representatives of the information society (individual individuals, social groups) among themselves, between representatives of other social or cultural groups, which is an integral and necessary component of the modern information society.

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