

MODERN PROBLEMS OF BUSINESS EDUCATION

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GLOBAL MEDIA SINGULARITY OF ECONOMIC RELATIONS

The growing intensity of world economic relations, and the expansion of the scale and volume of information flows between continents bring to the fore not only the problem of general cybersecurity but also the possibility/impossibility of producing new forms of media activity, which are based on both unconditional advantages and significant polystructural risks. Which are generated by new technological achievements of mankind. It follows from this that the modern media singularity of global economic relations should be understood as a large-scale process of self-reproduction of highly productive forms, methods, shells, the movement of variously oriented blocks of information prepared for perception, multi-level and sectoral replication, which provides competitive advantages to certain selective models and the rapid demise of others.

This extraordinary characteristic of the media singularity, which is what we are talking about, was first identified by the American and, at the same time, Canadian scientist R. Florida [1], who saw in the formation of the latest economic model the so-called crisis of urbanism, which, according to the author, makes people unhappy. As partial support of this point of view, we note that a large city in the conditions of growing globalization is increasingly becoming a highly concentrated place of concentration – information hubs that carry out the export/import of ideologically motivated new knowledge, mostly

of a commercial nature, formed in leading media corporations and in their regional satellites. Such a new disproportion promotes, on the one hand, information saturation of the environment, and on the other, forced expansion.

No less important for the understanding of a holistic singular process is the identification of certain principles and the adoption/rejection of one or another media paradigm, and hence the formation of a new sectoral strategy on this basis. Quite successfully, in our opinion, an attempt to take all this as the foundation of a new model of media diversification was made by the well-known Western methodologist L. Küng [2], who believes that the central place in the future system of media and economic, at the same time, relations should be strategic management with its appropriate stratification. The idea of information diffusion was supported at one time by E. Rogers, who was convinced that it should be related to this type of innovation [3].

Equally important, another approach to identifying the media singularity should be considered economization. Future innovative and entrepreneurial relations, because an important trend of further transformations in this segment of national economies is the commercialization of certain sectors of existing models of media relations. A fairly successful attempt to generalize the ways and channels of income in the creative sphere and the media industry is one of them, was made by the British J. Howkins [4], who explained the directions of income in the media industry with evidence. However, this business trend remained outside the process of singularity, which, in our opinion, encompasses informational, creative, security, network, and other functions, the interweaving and interpenetration of which will ensure the progressive development of reproductive processes. At the same time, parallelism should be taken into account,

Thus, the media singularity in global economic conditions should be considered as a systematic, purposeful polystructural process of reproduction of new information formats, which is based on the synergistic diffusion of applied innovations, which are actively

introduced by society in the real economic environment. At the same time, the relevant levels of technology, creativity, as well as sectoral adaptability, and the ability to self-reproduce in the process of accelerated renewal of means of production and sharpening of competitive relations in the real media environment should be considered indicative dimensions compared.

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