

REGULAR SESSION INFORMATION

Title of Session: Contemporary Social Communication: Stress for Social Institution

Name of Session Convener(s): *Svetlana Sharonova*, Russian People's Friendship University, Moscow;

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Comments: Additional papers will be distributed.

I) Social Networks: Safety Culture in a Globalizing World

Vladimir Vasilenko, Russian Presidential Academy of National Economy and Public Administration

II) The Influence of Internet Communications on the Development of Public Service Institution

Vasilenko Liudmila, Russian Presidential Academy of National Economy and Public Administration, Moscow

III) Mediazation of the Individual in the Modern World: Internet Implications

Nina Trubnikova, Peoples' Friendship University of Russia

IV) Communicative Features of the Integration of Migrants in a Globalizing World

Ledeneva Viktoria, Russian Presidential Academy of National Economy and Public Administration, Moscow

Session description:

The changes in the system of social communication are so important, due to the impact of Internet technologies, that they are creating a stressful situation for the functioning of the traditionally established social institutions. You can certainly talk about the transformation of these institutions, but at present it is difficult to judge the significant deviations from historical practice. Nevertheless can not be ignored, for example, the emergence of the online pages of the priest, or to refer to the different saints in on-line mode, definitely brings a certain dissonance in the activities of the Church. On the one hand, the Church has to use modern communication channels, on the other hand, no one knows the effects of translation confessional relations in the online mode. Open global society requires a certain universalization of education, but on the one hand, professional communications are faced not only a problem of the language barrier, but also the education of national culture. On the other hand, schools of thought, formed in the traditions of particular cultural outlook, risks losing its face to the loss of national characteristics of the education system. Institute of Administration also experiencing certain amount of stress, because openness and transparency reduce the possibility of familiar tools to manipulate and change the system of relations with citizens. We would like to discuss these and other issues of stress, which can lead to the transformation of social institutions.

Abstracts:*1) Social Networks: Safety Culture in a Globalizing World*

Vladimir Vasilenko, Russian Presidential Academy of National Economy and Public Administration

The article examines the contradictions arising in the global network communication in a democracy. Safety of society depends on the goals that we set for ourselves, from the manner in which we recognize the values of social structures in the dialogue of cultures and how we will solve the contradictions in intercultural communication.

In the face of new challenges of the globalization there is a problem of society to adapt to the speed of social change. The social system responds to the rapidly occurring social changes clearly not adequate. We have to be responsible in making political decisions. Russian scientist S.P. Kurdyumov expressed the idea that there are rules of the ban, the laws that limit the development. In this regard, we note the features that are very important to the security of today's global network communications.

We need to know the laws of development, before we take vital decisions and try to fix the future. Rash decisions may conflict with the laws of development, and chaos would destroy everything we've done.

In this context, we can use the ideas of Academician V.N. Kuznetsov. Kuznetsov understands the content of the "rules of barring" of S.P. Kurdyumov as the objective basis of sociological indicators: the hazards, risks, challenges, threats and fears. "Safety Culture" is treated as the preservation and development of the ideals, values, norms and traditions of the individual, the family and society,

social institutions and networks. This culture provides a stable and constructive interaction between people. It protects them from unacceptable risks, threats, dangers, challenges. For the sustainable development of the social system to combine the capacity, knowledge, resources, accumulating intellectual, human and social capital, as no single individual, organization, country will not be able to find opportunities for development, which would correspond to the scale of global challenges. The effects of many of our actions in a global interconnected world, directly or indirectly, affect not only us, but also on others.

II) The Influence of Internet Communications on the Development of Public Service Institution

Vasilenko Liudmila, Russian Presidential Academy of National Economy and Public Administration, Moscow

The methodological basis of research on the impact of Internet communications on human development and the system of government information is the theory of social self-organization and social synergetics. Self-organization - is a spontaneous process of the organization, which is carried out without external control actions. The author notes a sharp increase in complexity due to the "maturation" of the information society and the development of communications. This creates opportunities for spontaneous growth of the mobility of individuals and creates potential of governance. This aspect confirms the relevance of the term "self-organization" in the historical periods for find new ways of development: 1904-1908, 1914-1921, 1932-1937, 1985-1992, 1997-2000, 2004-2008. The author examines the process of changing the interpretation of the concept of "e-government" - from the democratic participation of Internet users in the global democratic process to simply providing services to the citizens of the state. We consider the Internet as a self-organizing system: the lack of control center, the coexistence of autonomous parts and random acts of individuals, the lack of a single image of the future Internet, openness of social environment for development, self-expression and growth of social mobility especially in terms of the possibility of rapid organization of opposition to the authorities. "E-government" as a synergetic complex technologies (administrative, information, communication, etc.) - this is a fundamentally different methodological approach to information management. The self-organization processes are necessary to stimulate the generation of flexible social institutions. Their function - the timely adjustment of the structure of society and the redistribution of social roles, the transfer of powers to mobile group of citizens, which found the optimal solution unexpected problems. In the basis of management - the dynamic models: increased mobility of citizens, implementing innovative solutions to problems; resocialization (formation of citizens qualities of civicism and statehood, self-finding problem solving); models of development of information and communication competencies to implement the advocacy functions of civil society; models of adequate cross-cultural communication in a globalized cultures.

Shows the possible risks:

- the possibility of victory in the processes of self-organization of the interests of one group over another;

- the desire for stability of the system through a tightening of the administrative system (which is possible in low quality of the advocacy functions of civil society);
- the presence of large lack of communication between government and society, do not know how to use reflexive governance model the behavior of individuals that exist in the Internet environment.

The author has shown the importance of the development of information management tools to the Internet by public officials and actors of social change. This - converged journalism, public journalism, social journalism, blogging, the use of multi- media.

III) *Mediazation of the Individual in the Modern World: Internet Implications*

Nina Trubnikova, Peoples' Friendship University of Russia

New technologies have changed the face of modern society. Unilaterally oriented industrial-era media used to require special technical means to achieve response while the development of digital technology and the Internet has enabled instant feedback and interactivity, dramatically lowering the cost and raising efficiency of communication.

The new era has brought about the process of mediazation of the individual. Electronic media have become our natural habitat serving the broad range of needs like consuming and generating information, social and interpersonal communication, self-development, etc. The individual is able to create her own individualized communicational environment without using traditional media.

On the other hand, Internet users have taken upon themselves a part of information spreading functions thus becoming millions of micromedia. Such media units are impersonalized audience-oriented - they seldom seek offline contact, quite content with the "faceless" online.

Initially meant for interpersonal communication, the new media drastically change their nature becoming property of a broad audience. Possibilities of creating and spreading individual contents on the nonprofit basis grow by the day. 2001 saw the launch of Wikipedia, the interactive encyclopedia. Various audiovisual sites emerged (YouTube, etc.) including ones created by users (Instagram) allowing personalization and online editing. Advanced blogging flourished. Social nets whose initial purpose was entertainment are rapidly turning into social platforms which start to perform larger-scale functions. Users can share expertise, ideas, feelings, informational product (Rapidshare), create their own versions of consumer objects (e.g. the program NikeID) and improve service (My Starbucks Idea), etc.

Former boundaries have been removed now. This process is imbued with complex economic and socio-cultural implications. Information filtering transformations are so radical that communication industry and its branches – advertisement and PR – must undergo considerable changes to survive and successfully develop in the rapidly changing conditions.

IV) Communicative Features of the Integration of Migrants in a Globalizing World

Ledeneva Viktoria, Russian Presidential Academy of National Economy and Public Administration, Moscow

The development of the mass media, of course, has a growing impact on social processes in the world. However, the nature of this impact is controversial. On the one hand, the invention of electronic QMS is seen as a decisive break to build a coherent and transparent world, people are getting closer to each other. On the other hand, there are negative consequences of the QMS: manipulation of consciousness, the damaging effects on the human transformation of man into a simple message relay.

A significant factor in the communication problems should be considered a radical pluralism of the modern world. Radicality of modern pluralism is heterogeneous so that he as all facing each other. Formation of the radical pluralism of modernity is influenced by processes of mass migration. From the point of view of the problem of communication is important that migration is an accomplished fact, and the fact that it is impossible to turn back in full, because of the large number of migrants have become an integral part of the new environment for them. Another important thing is that by becoming a part of the host country, migrants have not lost the qualities that are associated with the culture, mentality and traditions of their historic homeland. Therefore, their communication with the local population is not an easy and simple process - however, as the indigenous population. However, they are forced to live together. Obviously, the communication between speakers of different cultures and significantly mentality, living in close proximity and contact accompanied by conflicts and clashes.

Distributed papers:

The following papers will be made available by the session conveners during the session:

The Orthodox Discourse in Modern Media Space

Zimova Natalya, St. Tikhon's Orthodox University Moscow

Socio-synergetic Approach in the Study of Information Processes

Avdeeva Elena, Russian Presidential Academy of National Economy and Public Administration, Moscow

Methodology of the Semantic Modeling and Forecasting of the Development of the Social Societies

Liliya Levkina, Russian Presidential Academy of National Economy and Public Administration, Moscow

Approaches in the Study of the Intercultural Professional Communications of International Workers and the Development of the Cross-cultural Competences

Daria Tsukanova, Peoples' Friendship University of Russia

Information Globalization: Stress and Survival

Natalia S. Erokhova, St. Tikhon's Orthodox Humanitarian University, Moscow

Semantic Substitution of Meanings in Television Advertising

Putilina Maria, St. Tikhon's Orthodox University, Moscow