

SOCIOCULTURAL INFLUENCE ON MODERN JOURNALISM IN THE CONTEXT OF SOCIAL AND POLITICAL PERESTROIKA: ANALYSIS AND CREATION OF PREREQUISITES FOR THE REGULATION OF INFLUENCE FACTORS

INFLUÊNCIA SOCIOCULTURAL NO JORNALISMO MODERNO NO CONTEXTO DA PERESTROIKA SOCIAL E POLÍTICA: ANÁLISE E CRIAÇÃO DE PRÉ-REQUISITOS PARA A REGULAÇÃO DOS FACTORES DE INFLUÊNCIA

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Abstract: The article is devoted to one of the problems of the latest journalism, which becomes the most relevant during periods of significant socio-political changes in society. We are talking about socio-cultural influence, its main factors and the conditions for their regulation. This problem is studied by many domestic and foreign researchers who note the importance of journalism as a social institution in times of crisis associated with global events in the life of the country and society. It is currently acute in Ukraine, due to Russian aggression, which provoked rapid changes in many aspects of the country's development and the lives of its citizens. The purpose of the article is to determine the most significant factors of socio-cultural influence on journalism, their causes, features and possible options for regulation. The research methodology is based on a comprehensive interdisciplinary approach, which allows the most complete study of this problem. As a result of the work carried out, conclusions were drawn about the features of the socio-cultural influence on journalism during the period of changing the socio-political paradigm. The need to determine the nature of influences, their dependence on various aspects of the life of citizens and their moods regarding ongoing events, the possible reaction of journalism to the demands of society is emphasized. It has been established that society actually sets the actual topic, the direction of its development in one direction or another. The necessary level of regulation can be achieved through journalistic professionalism and following the journalistic code of honor, that is, an objective analysis of information, an understanding of the positive course of the country's development, the full use of all the functions inherent in journalism, a real assessment of the potential audience (not only personal requests of individuals, but also understanding the needs of the whole society) in order to

adjust the generated content.

Keywords: Socio-cultural influence. Modern journalism. Socio-political changes. Russian aggression. Regularity of journalistic business. Society's requests.

Resumo: O artigo é dedicado a um dos problemas do jornalismo atual, que se torna mais relevante em períodos de mudanças sociopolíticas significativas na sociedade. Estamos a falar da influência sociocultural, dos seus principais factores e das condições para a sua regulação. Este problema é estudado por muitos investigadores nacionais e estrangeiros que registam a importância do jornalismo como instituição social em tempos de crise associados a acontecimentos globais na vida do país e da sociedade. Atualmente, esta situação é aguda na Ucrânia, devido à agressão russa, que provocou mudanças rápidas em muitos aspectos do desenvolvimento do país e da vida dos seus cidadãos. O objetivo do artigo é determinar os factores mais significativos da influência sociocultural no jornalismo, as suas causas, características e possíveis opções de regulamentação. A metodologia de investigação baseia-se numa abordagem interdisciplinar abrangente, que permite o estudo mais completo deste problema. Como resultado do trabalho efectuado, foram tiradas conclusões sobre as características da influência sociocultural no jornalismo durante o período de mudança do paradigma sociopolítico. A necessidade de determinar a natureza das influências, a sua dependência de vários aspectos da vida dos cidadãos e dos seus estados de espírito em relação aos acontecimentos em curso, a possível reação do jornalismo às exigências da sociedade é enfatizada. Foi estabelecido que a sociedade define efetivamente o tema atual, a direção do seu desenvolvimento num sentido ou noutro. O nível necessário de regulação pode ser alcançado através do profissionalismo jornalístico e do cumprimento do código de honra jornalístico, ou seja, uma análise objetiva da informação, uma compreensão do curso positivo do desenvolvimento do país, a utilização plena de todas as funções inerentes ao jornalismo, uma avaliação real do público potencial (não apenas pedidos pessoais de indivíduos, mas também a compreensão das necessidades de toda a sociedade), a fim de ajustar o conteúdo gerado.

Palavras-chave: Influência sociocultural. Jornalismo moderno. Mudanças sócio-políticas. Agressão russa. Regularidade da atividade jornalística. Pedidos da sociedade.

1. Introduction

At present, one can observe the active development of new trends in journalism, and it is due not only to the spread of information technology, but also to the strong influence of various social factors. As a result, the question of the very existence of professional journalism, its new functions, tasks and, in general, the sociocultural position in modern society, was raised in the professional environment.

It should be noted that the emergence of the institution of journalism was due to objective reasons. At a certain stage in the development of society, there was a need for public dissemination of information with a certain frequency. The response to such a request of the society was the publications "Acta senates" and "Acta diurnal populi Romani", which appeared in ancient Rome, the so-called "pre-journalism". They contained current news intended for Roman citizens, they were exhibited in the squares in the form of plaster impressions. It is important that already at that time there were posts related to publishing activities - the selection of information, the compilation of texts, control over the content, and so on. Here we can already talk about the beginning of a conscious, orderly process of creating and disseminating mass information. The process of institutionalization of journalism began from the moment of its inception. One of the clearest manifestations of this process can be considered the emergence and codification of the norms of professional ethics of a journalist at the end of the 19th century. This was the response of journalism to the claims of society associated with the loss of its independence and objectivity in reflecting political life, as well as with the development of the yellow press.

2. Theoretical Framework or Literature Review

Journalism is currently considered by many researchers as a social institution. Journalistic practice is linked to the functioning of various kinds of social institutions, which makes it possible to trace the features of the mutual influence of society and journalism. In connection with journalistic practice, many areas of public life are mentioned: politics, economics, culture, science, law. Also, in works of a general nature, attention is paid to the structural components of journalism, its institutions.

Kost (2019) considers the functioning of journalism as a social institution, highlights current trends and problems of its development from the standpoint of the sociocultural

context. He emphasizes that any changes in journalism should be considered not in the system of technological development, but in the system of political and spiritual values. The author also points out the importance of the functions of journalism in modern society, its obligation to professionally respond to all the challenges of the time.

The work of Prokopenko (2022) considers aspects of the state information policy inherent in the modern state. The author points out that at present all civilized states are aimed at creating a single information space. The purpose of this study is to analyze the features of the formation and development of state information policy on the basis of a systematic review on this topic. It was found that the importance of information in business is quite high, since it affects the political situation in the world community, which in turn regulates the formation of a system of alliances and blocs of states, creates priorities for world domination.

The work of Morska and Davydova (2021) is devoted to the peculiarities of the relationship between the latest science and technology in the context of philosophy and the future of human rights. The relevance of the study is determined by the importance of considering the legal aspects of this problem. The authors note the high dynamics of technology development, which creates the need for prompt response from lawyers. The future of human rights in the digital day was analyzed, possible threats from the impact of technology on society were identified and described, to understand and identify the threats arising from the impact of technology on society from the standpoint of philosophical knowledge. The significance of this study lies in the fact that the authors proved the existence of technological foundations for possible humanistic violations. The possibility of using high technologies by authoritarian regimes is indicated as the main problem of our time. The goals in this case can be inhumane, which can be seen in the example of Russian aggression. Therefore, the emphasis is on the need to develop principles for punishing political leaders and regimes in general in order to protect human rights (Morska, & Davydova, 2021).

The collective monograph "Communication technologies of the information service" is devoted to the problems of optimizing the means of rational regulation of social relations in the information society. It analyzes the possibilities of creating prerequisites for achieving mutual understanding and consensus between different social communities through public discussions, negotiations, and public dialogue. The authors rightly note that in the modern information society, characterized by rapid social changes, the design of communication technologies for the

settlement of social conflicts is of particular importance and becomes a promising area for research. The effectiveness of the communication process, the achievement of the goals that certain actors of intersubjective interaction set for themselves, trying to optimize social dialogue, depend on the characteristics of the communicative space, the features of its communicative and technological settlement (Husiev et al., 2020). Vermenych (2021) focuses on a new level of social analysis. For his research, the researcher chooses one of the main directions of the latest methodological synthesis, which is a combination of world-system and civilizational approaches and is used to study the processes of regionalization. Regionalization is considered as the reverse side of the processes of globalization in the context of the formation of regional-civilizational associations that are in the process of dynamic interaction. The article presents methodological approaches to the analysis of sociocultural transformations spatial development of Ukraine in historical retrospective. The author proposed a new vision of the region as a political subject, which led to a complete revision of the entire system of regionalization. As a result, complex integral methodological approaches have been developed that are "at the junction" of natural and socio-humanitarian disciplines. The author notes the increased attention to the phenomena of regionalism around the world, which is due to globalization, which jeopardizes the specifics of the development of individual countries, regions, regions. It was revealed that "... the weakening of the internal public structures of modern countries is manifested in the destruction of the old and the search for new sources of identification. The problem of regional specificity in the light of the "spatial turn" has emerged in a qualitatively new form" (Vermenych, 2021, p. 30).

A significant part of the works is devoted to the issues of political changes in Ukraine, their causes, consequences, peculiarities of influence on various spheres of people's life, including the development trends of modern journalism.

For example, Zelenko (2021) considers the crises of political development that are inherent in countries that are transitioning from an authoritarian political regime to a democratic one. The author notes that they usually have deeper causes, due to the quality of the authoritarian political regime, the nature of the transformations taking place in society, and are longer in time than just political ones. In Ukraine, the crisis of identity, distribution, participation, penetration and legitimacy, which arose as a result of changes in the political system, were singled out, their detailed characteristics were given. In sum, these crises hinder the development of society as a whole. The author proposes a set of institutional tools to reduce the negative consequences of political development crises.

Several works by Ukrainian researchers are devoted to the consideration of issues of sociology in the modern context, with an analysis of various fields of activity. From the analysis of global problems, they move into the field of regional studies, focusing on the current situation in Ukraine; challenges that require a certain response from journalism; features of the influence of social and political factors on the formation of a new paradigm.

The monograph "Sociocultural and political priorities of the Ukrainian nation in the conditions of globalization" is devoted to the study of the patterns of functioning and development of modern national communities in the system of new international relations that continue to develop dynamically. This problem is caused by the exit of Ukrainian society from a protracted socio-economic crisis and the need to quickly overcome political and ideological deformations. The authors analyze the new geopolitical conditions in which Ukraine found itself after the signing of the Association Agreement with the European Union. This step entailed the need to adapt legislation to European law and modern standards of democracy. In the context of Russian aggression, partnership with the United States has reached a new level. Researchers see in this situation a real chance to intensify the processes of revival of the Ukrainian ethnic nation and national minorities. In addition, they consider it important to launch the processes of an active civic culture and the foundations of the Ukrainian political nation (Rudakevych et al., 2021).

The monograph "Ukrainian Suspilstvo in the Minds of War" raises questions of socio-cultural and political sentiments in Ukrainian society during the war. One of the aspects covered in detail in the work concerns the impact of the war on the value priorities of the population of Ukraine. These are the characteristics that are clearly manifested through the choice and actions of people in important social events, accompanying social and political changes in society as a whole (Dembitskyi et al., 2022). All of the above finds its coverage in journalism, affects the content in demand, the nature of the presentation of the material, the detail, the semantic accents and questions embedded in the publications.

The researchers emphasize that the war was the event that accelerated the process of national self-determination. The problems of protecting the independence of one's country, resistance to external aggression came to the fore. In addition, in their opinion, such a feature of Ukrainians as "conformity" remains characteristic - the ability to change their views under the influence of various factors. All this indicates a conscious desire to form a new society capable of protecting itself and its future, building this future on a national scale and based on new priorities

(Dembitskyi et al., 2022, p. 335). Journalism in this case acts as a support and intensification of efforts, opposing itself to the amorphous masses of the population, shaping the current public opinion in accordance with the demands of the time, the socio-cultural and political situation.

3. Methodology

The work uses an integrated approach that involves the involvement of different methods and is based on an interdisciplinary consideration of the problem. To study the problems of journalism, the following approaches are recognized as the most productive: institutional, functional, activity, systemic, historical, sociological, communication. The institutional method involves understanding the phenomenon of journalism as a kind of social institution. Journalism is considered as a complex phenomenon with certain norms of functioning, structure, relationships, and so on, which makes it possible to show its diversity and multidimensionality. The functional approach made it possible to identify the originality of journalism, to compare it with other manifestations of social practice based on tasks and functions. The activity method is associated with the practical functioning of journalism. a systematic approach involves the study of journalism from different points of view, taking into account complex internal and external relationships. Journalism within the framework of the communication approach appears as an integral part of social mass communication.

4. Results and Discussion

The concepts of "culture" and "society" ("polis", "societas") have existed since antiquity. The concept of "society" in the modern interpretation as a certain worldview paradigm date back to the 19th century. The concept of "socio-cultural" changed over time, which was associated with the correlation of the concepts of "culture" and "society" (society), "cultural" and "social" defined for each era. The concept of "culture" was initially considered in relation to society as a narrower phenomenon - one of the social institutions of a certain social group or the level of civilization (the culture of society). Since the 20th century, culture has begun to be considered in a broader sense - as a phenomenon correlated with society. The concept of "sociocultural" is currently used quite widely by representatives of various sciences and is interpreted as a cultural dimension of the social in all its aspects. Thus, in any social phenomenon, a significant role is played by the cultural component.

At the level of social systems, culture is often defined as referring to shared social practices, meanings, beliefs, symbols, and norms. The relationship between journalism, culture and society is symbiotic. Journalism influences culture, but it is also influenced by it. And journalism itself can also be attributed to culture. The influence of journalism on culture and society is covered in the scientific literature quite fully. The influence of culture and society on journalism has been studied much less. When considering the influence of the media system, the emphasis is on the political and economic components. However, cultural influences also provide insight into differences in journalism practices across countries.

Journalism is considered by many researchers as a sociocultural phenomenon. In this understanding lies its conditionality by a certain level of social relations, culture, dominating in society. It should also be remembered that journalism itself has an impact on society, activating certain processes.

At present, the main problem is to simplify the understanding of the very essence of journalism as a scientific and creative activity, which leads to the limited use of all its methods and means. The very process of a journalist's work is reduced solely to the collection and placement of information. One of the reasons is the active development of the media sphere, the emergence of alternative sources of information dissemination, forms of its presentation. Also, social networks, where amateurs publish in large numbers, make up some competition in audience coverage. They offer a fairly wide coverage of topics, a more understandable and close format for the presentation of materials for the average consumer, or, conversely, they are guided by a narrow circle of “interests”.

Journalism reacts sharply to all socio-political changes. Social changes are transformations that relate to different levels of social organization and cover various spheres of society (environmental, demographic, technological, economic, political, socio-cultural, socio-psychological, and so on). Thus, the category of social change covers any transformation of social structures, practices, the emergence of new or ensuring the functioning of old groups, forms of interaction and behavior.

To study the development of the latest journalism in modern socio-political conditions, it is necessary to identify and analyze the factors caused by objective changes in society. There are two groups of interrelated factors: sociological and technological. Sociological factors cause changes in society as a whole. Technological factors provide opportunities for creating various communication channels and qualitatively new prerequisites for the dissemination of information in the format of journalistic activity.

Sociological factors in the current situation are derived from the information society. The concept of "information society" is characterized by the following parameters: information is an economic resource and a subject of mass consumption. You can also name: the emergence of new types of employment in the information sphere, the absence of barriers to the creation and dissemination of information, the diversity and general availability of information, the massive use of information technologies in various fields, the development of interactive information technologies and network information interaction.

Kost (2019) singles out the most important, from his point of view, modern trends in the development of journalism. First of all, he points to the direct dependence of journalism as a social institution on the technological level (the so-called technologization of journalism). The advent of digital technologies has even forced the definition of journalism and journalist to be redefined, due to the significant differences between journalism of the analogue era and digital. Kost (2019) also points out that it was digital technologies that contributed to the emergence of convergence. The concept itself was introduced into scientific circulation a long time ago, its appearance is associated with the name of the English scientist V. Derman (1713). In journalism science, the definition given by H. Jenkins is most often used: "technological, industrial, cultural and social changes in the circulation of media within our culture... This is the flow of content between different media platforms, the search for new structures... media funding.. "Media convergence refers to a situation in which different media systems coexist and media content moves directly between these systems" (Jenkins, 2006; Kost, 2019, p. 25). Convergence found expression in the formation of a new type - a universal journalist who must be multifunctional within one medium and be ready to work in other media. In addition, traditional media can be read, seen, heard, thanks to the Internet and store all information as well. Most printed publications have an online version.

Also, the emergence of new types of journalistic activity is highlighted as one of the modern trends. Kost (2019) gives a classification of German researchers, described by them in the book "Arten von Journalismus" (German) (2016). He lists the following types: algorithmic, backpack journalism, social journalism, comic journalism, gonzo journalism, interactive journalism, literary journalism, mobile journalism, narrative journalism, new journalism, robot journalism, popular tabloid journalism, wiki journalism (quick) (Kost, 2019, 25). All of these types can be attributed to the sociocultural sphere.

The socio-political organization of society, depending on the current regime of government (authoritarian, totalitarian, democratic), establishes a political and legislative

platform, framework and conditions for the functioning of the journalism system in a particular social system of a given society. It is this factor that determines the degree of freedom / lack of freedom of journalism, the nature of its relationship with the state and society. At the same time, it purposefully or indirectly puts before the system of mass communication the tasks of maintaining this regime of government, the unity of society, the constant adaptation of an individual and various social groups in it.

The sphere of social interests as a system-forming factor acts as an opposition to any state system, which contributes to the development of a wide variety of views, priorities, interests, which in their totality constitute the mass (public) consciousness. The state of mass consciousness expresses public opinion.

That is, the factor of public interest links mass consciousness and public opinion with the diversity of journalism concepts, affects the breadth and variety of publishing (producing) projects. According to its tasks, the sphere of public interests gives the system its functions.

The system-forming factor of education and culture provides an audience for mass media. It “requires” from the system of journalism more attention to educational, cultural, educational, recreational functions.

The economic and technical-technological system-forming factor contributes to the preservation of the economic self-sufficiency of the journalism system, provides it with advanced equipment and technologies in order to increase the capacity of channels and disseminate mass information. The economic factor provides conditions for activity and further development.

Thus, system-forming factors, which are part of other social systems, integrate journalism into the surrounding social reality, transfer to it some of their powers (the social roles of journalism), and require it to perform certain functions.

The current level of development of social relations requires the formation of ethical and regulatory mechanisms in all areas of human activity. Communication technologies today are significant and in demand, they can be used not only for good. Unfortunately, violence, cruelty, Nazism, etc. are now spreading in the information space. This is especially true for online sources. Therefore, it is necessary to develop and use regulatory mechanisms in journalistic activities.

There are a range of professional journalistic ethical and regulatory norms both in Ukraine and abroad (Kodeks etyky, b.d; SPJ Code, b.d; International Principles, b.d; IFJ Declaration Ethics of the Washington Post, b.d; East and Central African Code, b.d). But they are often violated, due to the forced hybridization of journalism with PR and advertising. The

main goal of regulation is the need to achieve a correspondence between the behavior of an individual and the action of a community of people, their interests, goals and objectives, arising from the objective possibilities accepted in a given society. Such regulation can be carried out using a variety of means and methods. Society at any stage of its development necessarily has a special social mechanism, the functions of which are to regulate social relations and functioning, the development of the individual and society as a whole.

Social regulation can be normative and individual. Normative regulation is carried out with the help of norms, i.e., general options, models of behavior. The signs of norms determine the main characteristics of normative regulation: non-personality of the addressee of the impact, normative regulation is designed for long-term use and many situations of the same type. It reflects the typical in social relations, not taking into account the peculiarities and specifics of specific situations, so there is a need for additional individual regulation.

Journalism is difficult to standardize and ration. In addition, the tightening of formally fixed norms has its limits, beyond which their application becomes dysfunctional. Journalism is characterized by a significant degree of internal flexibility, so the introduction of standards and norms only partially solves the problem of regulation. An addition is internal self-regulation, which is carried out in the bowels of the journalistic community. Under media self-regulation more often most understand the non-state organizational system that provides social responsibility of the media, that is, the responsibility of the media for their activities not to the state on the basis of the law, but to society on the basis of voluntarily adopted professional and ethical standards.

5. Conclusions

Socio-political changes set the main functions of journalism implemented in society. They are constantly adjusted by the current demands of society, its reaction to ongoing events both around the world and in a single country, region, city, and so on.

The range of factors influencing modern journalism is very wide. It is determined by the level of development of the society for which journalism works. Here it is important to take into account the diversity of aspects that affect different areas of journalism - each of them, to a certain extent, "obeys" the reaction of society to certain events. Journalism as a social system should have a wide range of organizational relations between all participants in the mass information process: those who create intellectual resources, produce, distribute and consume information

based on these resources. The functional model of the latest journalism must be holistic, it must take into account the nature of the development and transformation of the conditions of society. Its structure should have the necessary set of media to implement the various functions of journalism. In addition, it is the validity of the choice of means that will ensure the fulfillment of society's requests in full, while taking into account the need to form a conscious consumption of an information product.

The settlement is possible under the condition of creating optimal mechanisms for mass information interaction in the media space between all its participants: producers, distributors, consumers. The information field of journalism should reflect in its content the intellectual potential of society, real conditions and factors, the results of its formation and development. It is on this basis that a real media picture of the world should be formed in the minds of the mass audience, taking into account the interests and needs of society, various social communities and structures, taking into account the nature of the social division of labor.

Changes in society and the media environment associated with the information revolution characteristic of the current level of development raise questions of a moral and legal nature that accompany journalistic activity. The modern era requires additional professional competencies from a journalist.

Traditionally, journalists are divided by types of media. Now convergence is beginning to come to the fore in journalistic activity. To be convergent means to perform professional activities, to possess the competencies necessary for all types of media, that is, to be a universal journalist. Journalists of different directions are characterized by similar stages of creative activity, sources of information, content topics, the difference lies in the technological process and specifics, the form of the final "information product".

The dynamic spread among the population of multi-channel cable, satellite, digital TV using the latest communication devices has led to the transformation of technically mediated mass communication towards individualization. The individualization of information consumption is growing, unlimited opportunities for independent choice of information products and services. Individualization has affected the production process and the dissemination of mass information, due, among other things, to the Internet environment. The Internet is becoming an individual means of communication and obtaining information; in addition to personal and business correspondence, photo and video materials, it does not exclude the receipt of media texts.

The Internet affects various aspects of the social life of the individual and society. Internet media play a significant role in the process of mass communication. Today, not only Internet versions of traditional media and directly online publications, which are the product of collective information activities, have become widespread, but also personal Internet sites and electronic diaries - blogs. As a result of the development and spread of information technologies and the availability of digital technology, the process of creating and distributing messages has become simpler, which has led to a significant increase in the number of authors - that is, the emergence of non-professional journalists (attracting an audience to the process of creating media content) and online publications, the content of which is formed from materials being prepared. "public" journalists. Some traditional media are trying to use the communication activity of citizens. At the same time, different forms of interactive interaction with the audience are used.

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