

# SOCIAL PHILOSOPHY OF MASS COMMUNICATION: INTERACTION OF MEDIA, POLÍTICS AND CULTURE

## FILOSOFIA SOCIAL DA COMUNICAÇÃO DE MASSA: INTERAÇÃO DA MÍDIA, POLÍTICA E CULTURA

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**Abstract:** The purpose of the article is to highlight current trends in the synergistic approach in socio-philosophical interpretations of communicativeness. The tasks of scientific research are intended to reflect the transition from a dichotomous understanding of the relationship between culture, politics and media space to the interaction between these social elements. Mass communication is becoming a driver of innovative transformations in society. The research methodology is focused on a combination of general scientific methods (analysis, systematisation, modelling) and philosophical methodological principles (synergy). The results of the study point to new ways of mass communication in the modern socio-cultural space. The concept of the information society, penetrating all spheres of social activity, influences cultural and political processes at the local, state and global levels through the media. A promising area of research into the socio-philosophical dimensions of mass communication is to determine the strategic and operational principles of the information arsenal. Thus, the information and communication trends of our time have achieved a global impact on society, which makes it necessary to develop new approaches to their positioning in cultural, political and media life. Social philosophy offers a synergistic model of mass communication involving socially active, passive and neutral members of society. Cultural, political, and media activity involves interaction between these segments of social life and sustainable interconnectedness in the information space. The modern paradigm of social development is based on the principles of dynamism and pragmatism, so mass communication requires the use of effective innovative elements.

**Keywords:** Culture of mass communication. Cultural mediatisation. Political communication. Public discourse. Information society.

**Resumo:** O objetivo do artigo é destacar as tendências atuais da abordagem sinérgica nas interpretações sociofilosóficas da comunicatividade. As tarefas da pesquisa científica pretendem refletir a transição de uma compreensão dicotômica da relação entre cultura, política e espaço da mídia para a interação entre esses elementos sociais. A comunicação de massa está se tornando um motor de transformações inovadoras na sociedade. A metodologia de pesquisa se concentra em uma combinação de métodos científicos gerais (análise, sistematização, modelagem) e princípios metodológicos filosóficos (sinergia). Os resultados do estudo apontam para novas formas de comunicação de massa no espaço sociocultural moderno. O conceito de sociedade da informação, penetrando em todas as esferas da atividade social, influencia os processos culturais e políticos nos níveis local, estadual e global por meio da mídia. Uma área promissora de pesquisa sobre as dimensões sociofilosóficas da comunicação de massa é determinar os princípios estratégicos e operacionais do arsenal de informações. Assim, as tendências de informação e comunicação de nosso tempo alcançaram um impacto global na sociedade, o que torna necessário o desenvolvimento de novas abordagens para seu posicionamento na vida cultural, política e midiática. A filosofia social oferece um modelo sinérgico de comunicação de massa que envolve membros socialmente ativos, passivos e neutros da sociedade. A atividade cultural, política e de mídia envolve a interação entre esses segmentos da vida social e a interconexão sustentável no espaço da informação. O paradigma moderno de desenvolvimento social baseia-se nos princípios de dinamismo e pragmatismo, portanto, a comunicação de massa exige o uso de elementos inovadores eficazes.

**Palavras-chave:** Cultura da comunicação de massa. Mediatização cultural. Comunicação política. Discurso público. Sociedade da informação.

## 1. Introduction

The modern information space is characterised by saturation and intensity, which leads to the need for new mechanisms for broadcasting and perceiving information in the context of individual and social consciousness. Mass communication involves information activity on a large scale. However, today's information has become significantly more diverse in both content and form. This leads to the transformation of the information space and requires a new socio-philosophical justification of these aspects.

Traditionally, information and communication elements have been most actively implemented in the cultural and political environment of the socio-cultural space. In a specific media environment, information and communication activity is a fundamental factor. Philosophical and historical experience shows that information has been positioned differently in social paradigms. The extrapolation of informativeness to society was mainly concentrated in the concept of mass communication, as this was the platform on which semantic messages to a wide audience were implemented.

Social philosophy explores the problem of mass communication in several ways:

- in the context of the prerequisites that have actualised the information boom on a particularly large scale;
- in terms of the intensity of the process of information activity, which actually permeates all spheres of public life;
- in understanding the consequences of the formation of the information society and its impact on cultural, political and media processes.

The purpose of the article is to position the synergistic approach as a priority in regulating the processes of information and communication activity in various spheres of public life. The tasks of the article are focused on actualising the interaction between the cultural, political and media dimensions in order to unify the format of broadcasting and dissemination of information in society. Another important target aspect of the study is to determine the content of the information field and its impact on politics and culture.

## **1. Theoretical framework and literature review**

The problem of mass communication has become relevant in sociological issues since the formation of mass media. However, with the expansion of the scale and intensity of information flows, the need to assess and analyse the information and communication support of cultural and political life has been added. These issues are mainly dealt with by the cluster of social philosophy, arguing for the role and status of media in the paradigm of the information society.

Mass communication was of interest to the coryphaei of twentieth-century philosophical thought, as the end of this century was a period of awareness of the prospects of information potential. In particular, HABERMAS (2022) envisaged not only the strengthening of the position of the information cluster, but also the ability of the information and communication paradigm to influence the processes of discursive thought and will. RASMUSSEN (2000) examined the relationship between social theories and communication technologies. JENSEN (2022) analysed the process of evolution of the mass media as the main carriers of information on a global scale.

The modern socio-philosophical discourse on the problem of mass communication has received the following vectors of consideration:

- critical philosophy of the post-digital society (PETERS; BESLEY, 2019);

- the philosophical dichotomy between the social contingency of information and the functional differentiation of communication (MOELLER; O'NEILL; FAI, 2021);
- socio-anthropological priority in information and communication activity (Kubalsky, 2023);
- cultural and historical experience of the formation of the principles of mass communication (MA; LI, 2022);
- synergistic model of information and communication activity in the context of pluralism, interdisciplinarity and multicultural dimensions (SKAKUN, 2022);
- the synergy of mass communication in the context of interaction between different spheres of social activity: politics, economics (VDOVICHENA; TKACHUK; ZHUZHUKINA, 2022), culture, medicine (WULANDARI; APSARI; HAPSARI, 2023) and, ultimately, the media segment (SOLOMIN, 2023).

## **2. Research design and methods**

The methodology of the study is based on a set of general scientific, scientific-sociological and philosophical methods that allow us to form a holistic view of the nature and characteristics of mass communication in today's global technological society. The analytical segment of the methodological arsenal contributes to the study of the specifics of the creation, dissemination and perception of information for the mass public space. Comparative analysis is used to study media influence on society in the political and cultural dimensions. Modelling allows us to identify existing mass communication formats and formulate potential models for their transformation in accordance with the requirements and challenges of the times.

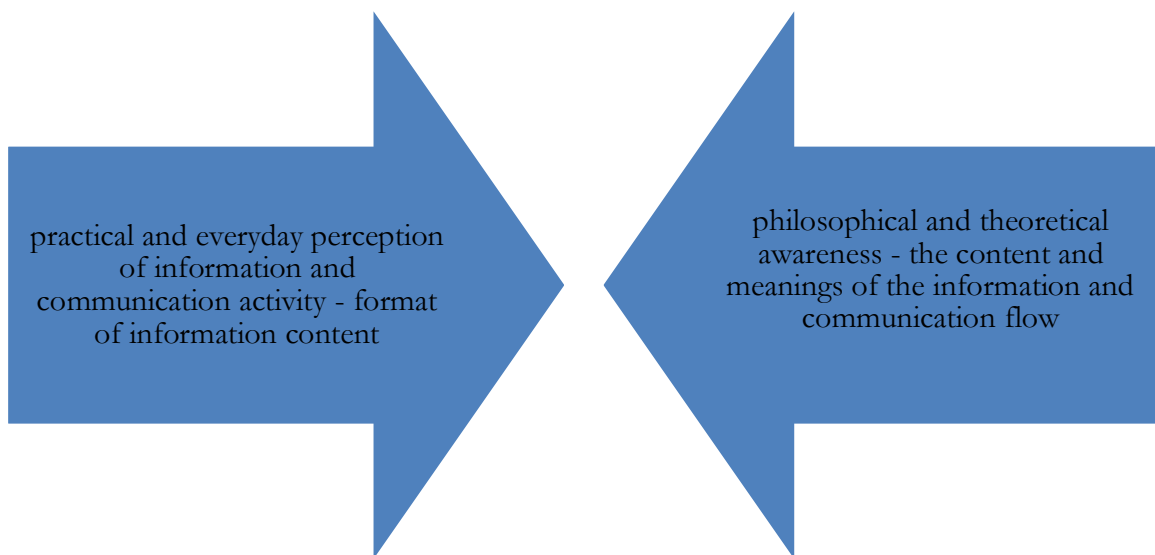
Special scientific and sociological methods are designed to specify the factors influencing the processes of mass communication, followed by a philosophical and analytical understanding of the research results. It is advisable to use content analysis, which opens up the possibility of studying the immediate content of the information flow and its meanings in the cultural and political dimension.

Finally, a specific synergistic approach that prioritises the synergy of cultural, political and media elements in the paradigm of the modern information society is important for the current study. Synergy is an alternative to the dichotomous principles that outlined the confrontation of interests of the cultural or political clusters of social life. In the

synergistic dimension, mass communication is a tool for achieving effective social cohesion and coordinating the interaction of cultural, political and other interests in the media space.

### 3. Results

The problem of mass communication in scientific discourse is gaining cultural character, and recently also technological characteristics. At the same time, we should not completely eliminate the ideological and mental awareness of the role and status of the information and communication element in modern human life and society. Social philosophy aims to trace the difference between the psychological perception of the information flow and the understanding of individual and mass awareness of information (Fig. 1).



**Figure 1.** Mass communication in the context of practical and everyday life and philosophical and theoretical perception.

Source: authors' own development.

To differentiate between the practical and mental understanding of the information and communication activity of society, it is important to typologise the existing media potential (RIEGER; KLIMMT, 2019). The results of such a study indicate a gradual reorientation of media resources to human-dimensional systems in which a person becomes an active participant in the media space (social networks, open content, etc.).

These realities indicate the implementation of a strategy of interaction between the cultural, political and media segments at the horizontal level. Given the complexity of the correlation between the conceptual dimensions of culture, politics and media, the practical format of their synergy is translated into the level of interconnection between people. Therefore, mass communication in the modern sense is in the process of a kind of decentralisation, as it is not focused on institutions (provided by the state or professional institutions), but on functionality (which involves the activity of the individual and society).

Sociology, political science, and cultural studies unanimously claim that a new social order is emerging, in which information is a key element and communication is a tool for achieving advantage (ROMANCHUK; ROMANCHUK, 2021).

The rapid development of the information society leads to the emergence of new relationships between the actors of the socio-cultural space. New formats of interaction are being formed at the conceptual, institutional and functional levels:

- balance between freedom of speech and censorship (HABIB, 2020);
- harmonisation of social activity and individual freedom in the information space (DREDGE; SCHREURS, 2020);
- correlation of information and communication experience and innovative aspiration (CHAUDHARY, 2023);
- defining the value principles and characteristics of mass communication and information activities (CÔTELI, 2019);
- transition from mass communication to algorithmic personalisation (SOFFER, 2021).

Social media facilitate the connection of a political or cultural order with the public (KENT; LI, 2020). It is noted that the format of this influence can be varied:

-communication as a method of transmitting cultural or political messages to society;

-communication as a tool for social dialogue between the government and citizens or the dominant culture and the centres of authentic cultural segments;

-communication as a way to a mechanism of interaction between the participants of the social order.

In general, the field of communication is positioned as a resource for development and social change (SERVAES, 2022). Given the global nature of mass communication (BARROSO, 2020), the philosophical understanding of information interaction is not limited

to the local (regional, national or professional) nature, but forms the civilisational dimensions of this phenomenon.

The modern synergistic approach positions traditional discourse as a model of interaction in the media space (KHOSRAVINIK, 2022). It is worth noting that synergy implies the loss of a certain degree of autonomy of the information and communication potential (MOORE, 2020). This leads to the transformation of media activity in different contexts:

- of the state information policy;
- worldview and cultural paradigm;
- the individual dimension of freedom of speech.

According to SANTEUSANIO (2019), society's enthusiasm for the possibilities of the information space was dictated by quantitative indicators (scale and intensity) of mass communication. Now, the process of qualitative assessment of the potential of mass communication is beginning. This can be observed in virtually all spheres of public life, so a new understanding of information activity is being formed in both political and cultural life. To a certain extent, mass communication and information processes have become hostages to the formation of a consumer society, which significantly limits the potential (especially the value potential) of these elements of social activity (ZHYLIN; MARAIEVA; KRYMETS et al., 2023).

While the quantitative indicators were obvious and required only actual statistical analysis, the qualitative transformations of the mass communication process are already the subject of philosophical and scientific dimensions. The socio-philosophical interpretation of changes in the process of public communication is reduced to the statement of the formation of a new media space and the need for new strategies for positioning politics, culture, economy and other spheres of public life in the information environment.

#### **4. Discussion**

The problem of innovation in the context of organising mass communication processes is a controversial issue. On the one hand, cultural and political clusters are distinguished by their fundamental nature, forming clear unified formats for information and communication activity. On the other hand, innovative trends of our time are becoming factors of transformation of cultural and political life through media activity.

The LOU (2022) warnings relate to the understanding of the destruction of the traditional model of information perception at the level of individual or social consciousness due to the digitalisation and virtualisation of mass communication.

The use of artificial intelligence is rapidly gaining popularity in the socio-cultural environment. Given the technological potential of artificial intelligence, there is a need to integrate it into the processes of the information life of society (PAVLIK, 2023). Here, there is an obvious contradiction between the human desire for complete freedom of information and the inability of the cultural and political system to ensure this desire.

It is clear that information should be correlated with the normative and regulatory principles of the existence of society as a whole, so all mechanisms of mass communication are subject to censorship by the authorities to maintain stability in society. Given the scale of technological progress, the concepts of reliable and correct information are becoming a prerequisite for the information culture of modern society (DAN; PARIS; DONOVAN *et al.*, 2021).

The results of the study indicate the effectiveness of the synergistic paradigm of forming the information and communication space, as it can prevent a number of negative manifestations associated with the increasing scale of mass communication, in particular:

- detection and neutralisation of fake content (VAN DUYN; COLLIER, 2019) and disinformation (CABAÑES, 2020);
- preventing manipulations related to socially significant information events (LOVARI; BOWEN, 2020);
- criticism of populism (HOPSTER, 2021) and low levels of responsibility (SCHLESINGER, 2020) in the mass communication system;
- control and prevention of critical situations during information warfare at various levels (MARIAROSARIA, 2017);
- regulating the aspect of critical media effects that shape existential impacts on society (SRIVIDYA; OMOTAYO, 2020).

A way out of this situation may be a synergistic model of organising the information and communication sphere. The concepts of automated journalism, based on the elements of human-machine communication, can be a practical solution to this format (LEWIS; GUZMAN; SCHMIDT, 2019). Personalisation of the mass communication process is a strategic task for the media space, as it will significantly improve the efficiency and usefulness of information activity (HERMANN, 2022). Another way to reconcile the fundamental and



innovative principles of mass communication is to establish an integrative model of intensifying communication activities (CHON; PARK, 2020).

The results of the current study correlate with the ideas of interdisciplinarity, which are actively promoted as tools for strengthening the interaction between cultural, political and media elements (NNAEMEDO, 2020). Interdisciplinarity in the socio-philosophical sense is clearly evident in the transformation of the information society from the socio-anthropological to the socio-institutional and functional dimensions (JENSEN, 2020).

Some researchers even propose to put the problem of studying the information and communication space on hold due to the uncertainty of the scientific dominant in the analysis of these processes (D'ANGELO; LULE; NEUMAN et al., 2019). Nevertheless, the philosophical position has always been marked by proactivity in researching problems that have many variable characteristics and a high percentage of relativity in research. Therefore, at least in the short term, the scientific and philosophical community offers a qualitative analysis of trends in the development of the information society.

The concentration of information and communication activity on one dominant component has lost its relevance in today's pluralistic world. Therefore, culture, politics, media - all these clusters are actively changing their levers of influence on mass communication. Expediency and efficiency become a priority when choosing an appropriate mechanism for organising the information space. Technologies, social orientation, mental and emotional colouring are not a complete list of factors shaping the principles of mass communication.

Modern multicultural society also strengthens the preconditions for interaction in the processes of information and communication activity (HOLLIDAY, 2020). THOMPSON (2020) proposes three formats of intercultural synergy between the subjects of the information and communication process: face-to-face interaction, mediated interaction, and quasi-interaction. Such models fully cover the socio-cultural space in the context of information and communication activity. Multimodal communication is a response of the media world to the cultural and historical realities of today (ABDEL-RAHEEM, 2020).

Excessive immersion in the information field and a false sense of complicity in social processes are the result of mass communication (HASSAN, 2020). It is clear that for the political field, this positioning has its advantages and is a positive process. However, in the socio-cultural sense, this process poses threats to individual and social perceptions of the

realities of life. It is worth noting that all discussions on the socio-philosophical understanding of mass communication are not only related to functional dimensions, but also concern value and goal orientations.

## **5. Conclusion**

Thus, the socio-philosophical understanding of the problem of mass communication is taking on new shapes due to the dynamism of the development of the information society. Social philosophy defines strategies for the formation of the information and communication environment through the prism of current and potential needs of cultural and political life and media opportunities. The transformations in the information and communication environment are obvious and require the development of new approaches to organising an effective, high-quality and safe process of mass communication.

Synergy is a relevant and sought-after mechanism designed to intensify interaction between the actors of the communication space and correlate their potential in cultural, political and media life. The synergy of the potential of mass communication should be strategic in nature and cover the institutional, conceptual and functional dimensions for the integrity of the creation, dissemination and perception of the information product.

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