

NETWORK COMMUNITY

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THE TRANSFORMATION OF SOCIO-COMMUNICATIVE PROCESSES IN ONLINE COMMUNITY

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Abstract

The article deals with the transformation of contemporary social structures in the context of the development of information technology. The notion of network community. It raises questions about the network communication as a factor that is beginning to play a major role in the formation of a new type of society. We consider social networks, go to the forefront due to their communicative abilities, allowing each person to satisfy their own interests, such as communication or the need for the information you need. In the same context, attention is paid to this important in terms of the process of transformation of society as globalization. Touched upon the issues of the horizontal network structure, coming to replace the vertical management relations and becoming the foundation of society. As a result, society takes a new look, becomes more independent from the government in terms of information and communication. It is in a different direction goes the development of almost all spheres of life: economic, political, educational, and others. As a conclusion, the authors make an attempt to form a notion of the network community.

Keywords: social structure, social, network, communication, social networking, globalization, information technology, Internet, m. Castells.

Introduction.

The rapid development of information technologies will undoubtedly played a significant role in accelerating communication processes. information has become the main resource for the development of society as a result, today we have updated the format of social, political and economic relations, education, as well as everyday life, which is implemented through information networks. This social structure allows us to speak about modern society as about the network under the social structure in this case refers to some "internal structure of society which consists of ordered parts that interact among themselves within a certain framework". [1]

Currently in sociology and social philosophy no holistic and academically recognized concept which would be sufficient to fully define the term "network society", with its properties and borders. This fact can be explained by the fact that at present the core of the network society is the Internet, which is in constant intensive development. As a result of which significantly complicated by development of the theory of the network society, which provided Internet fluctuations at all points it thus bifurcation. We feel justified in nominating your own assumptions based on the analysis of contemporary society and its contemporary transformation under the influence of, first and foremost, information and technical factors.

Materials research.

Before describing the phenomenon of network society, it is worth mentioning concepts such as network communication "and" the social network "is closely correlated with it and determine its basic properties.

Many researchers note that while information and continues to play a significant role in the life of society in the context of learning, the leading roles gradually goes the notion of communication. The confirmation that we can find in works of m. Castells [4] where it says that it is necessary to abandon the notion of "information society" and define society in light of the fact that there really will be new in the modern epoch, namely through information technology networks. A similar view expressed A.v. Nazarchuk, [5] who urges stop to discuss "yesterday's concept" postmodern society and go, finally, to the study of "communication society" o.b. Davydov [6] similarly notes that "increasing medializaciâ society and the rapid development of network technology to commemorate a new information paradigm, which replaced the industrial social structure. From the foregoing it may be concluded that it is network communication at this point becomes a fundamental factor, setting the trends of development of the network society.

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It should be noted that communication processes are in direct dependence on the social's setting. Moreover, we can confidently assert that in today's world, all surrounded by "social networks" and, in some cases, they are quite capable of playing the dominant role that, due to the fact that the network has the advantage over conventional hierarchical organizations in various spheres of life. The main advantages of social networking are previously inaccessible in communicative terms possible: decentralized management, control and execution of tasks of any complexity, coordination and decision-making. It should also be noted that the network structure, in fact, consists solely of conditional nodes and the relationships between them. This property provides the ability to more accurately and quickly convey information in huge quantities. Bringing network actors in the process of interaction, as opposed to a hierarchical method of communication does not appear any structural obstacles, the participants' interaction are equal in status and position, that it would be virtually impossible to relatively hierarchical communication structures. [7]

As noted by c. Tison, [8] due to technological opportunities of new social networks, under which we primarily mean the virtual communications, users can implement a number of motivations:

- the desire to increase the value of his personal experience as the basis of self-evaluation;
- need never be forgotten their own kind;
- desire for one reason or another, which is the basis of autonomy/intimacy;
- reverse the above factor, the desire to show itself as the basis of excitement, i.e., the need to exhibit at the show all that is connected with personal life;
- ability to control distance in relationships with others, that gives you the option to preserve context and does not cross the border of the desired convergence.

From the above, it should be concluded that the network is the optimal format for relations in the modern world, allowing every Member of society, without exception, to communicate and express themselves in a way that is most convenient to him. In addition, communication in social networks already has the appearance of certain interactions that for a short period of time formed its own system of rules of conduct, culture, to which all the regular participants in this type of communication, one way or another, involved.

The concept of "network" and "information society" is often used in parallel. But it is worth to notice, that the first concept has

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wider meaning, as a modern network with society is not limited to only only technologically Oh composing it, but still includes a number of other factors: cultural, educational, economic, political and religious. All these parameters as times and affect are reproduction Webth societies and. While these factors can have a polar effect - How to contribute to the development of the network society and hinder it.

The most popular theory for today's network society belongs to m. Kastel'su. Scientist claims [10], that "network with society" is a specific software form the social structure that experimental installed are empirical research, as the characteristic of the information age. According to the concept of Castells, the ubiquity of information processes in the modern world leads to radical shifts in the social social life of society. The emergence of huge quantities of information networks becomes the reason that its value losing vertical linkages control replacement which parish It intensively developing horizontal social connections. As a consequence, State sovereignty is waning, the internalization of social life occurs [11]. the emergence of networks of communication has led to fundamental changes in the economy, making the production becomes more flexible, you can react quickly to determine the socio-economic factors, supply and demand.

It is worth noting the transformation of social relations, which used to be based on an individual's attachment to the place of residence, but today the man ceases to be dependent on territorial linkages. the basis of social metamorphosis is the development of communications resources, providing the ability to implement such requirements as remote work in foreign firms, communicating with foreign nationals and more. The Internet provides a new kind of social interaction between people, allowing you to feel belonging to some of the more common group Joint similar interests with which man does not necessarily communicate reality. Thus, a new social identity.

In the light of the foregoing, I cannot fail to mention the notion of globalization. In spite of the fact that today's information technologies contribute to the development of network structures, would be wrong to explain this emergence of a new kind of society, so as to transform the social structure of the huge impact the globality. Globalization is usually an extension to komunikativnyh social boundaries as a result of contacts between representatives of different countries, and today the territorial scope of absolutely no importance. As a result, we have a large number of international social organizations created as a result of interaction between like-

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minded people from different States. The phenomenon of globalization is extremely dependent on information spheress life that was characterized by the operation process ofI, based on the creation and dissemination of information, resulting in a fundamentally new type of informational social interaction. Based on the foregoing, it can be concluded that globalization primarily depends on forI modern technologies which raise the diversity communication not only within a social group, a specific State or territorial framework, but in a truly planetary scale. it became possible thanks to the development of the Internet, which allows you to transfer information to any part of the world almost instantly, respectively, it can be said that virtual communication becomes independent of territorial differences between social actors.

Conclusions.

To summarize, outline some of the basic properties of network society:

- network communication is transforming the social structure of modern society, which is increasingly committed to Internet communications;

- communications are open, State apparatus, it is becoming increasingly difficult to conceal information from the public;

- replacing the hierarchical vertical social relations come horizontal, in which all participants are equal;

- the core of the network society is the Internet, which gives the opportunity for network of modern communications on a global scale;

- school facilities include unlimited civil interaction in online allows members of the society to contact both among themselves and with Governments and authorities at any convenient time;

- network communication have the potential to solve many of the social problems that exist today, even on the possible negative side effects of this process, such as the permissiveness and uncontrolled in networks that lead to various kinds of illegal activities, such as the confrontation between State authorities, Internet fraud, etc.

Thus, the concept of the network society is a fundamental concept that displays the State of affairs in today's society, almost all spheres of life, in varying degrees, take the form of a network structure.

Based on the foregoing, it can be concluded that the network withsociety is a global network structure with developed horizontal ties, based on Internet communication. Thus, in our

opinion, the main prospects for the development of the network society lie precisely in the area of Internet communication and social networking. It is worth noting that not network structure changes society, but rather it changes itself under the influence of contemporary trends, i.e. network snappy community reacts to changes in all areas of human life and under the influence of these factors is transformed.

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