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**sociAl And informAtionAl stAtus
of mAss communicAtion document**

The purpose of the article is to substantiate the trends in the evolution of the social and informational status of a document in the context of structural and functional modernization of mass media. To achieve the goal, the main tasks are to determine the role and significance of the convergence factors of mass media modernization, to establish the trends of developing the functional and typological structure of mass communication documents. **The methodology** of the research consists in using general scientific methods of analysis, synthesis, logical approach, which has made it possible to substantiate the decisive significance of convergence factors in the modernization of the mass media system, to establish the characteristic features of the development of its functional and typological structure. **The scientific novelty** of the work is that the article elaborates upon the modern theory of the document about the role of convergence in modernizing functional and typological structure of mass communication documents. **Conclusions.** The development of the mass communication documents system takes place according to the transformational pattern, the decisive factors of which are convergence processes. There is a radical structural and functional modernization of the mass media, the primary manifestations of which are the expansion of the scope of traditional and the emergence of new mass media functions, the development of their typological structure, the rise of new types of documents.

Key words: words: document, mass communication document, mass media, convergence.

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СОЦІАЛЬНО-ІНФОРМАЦІЙНИЙ СТАТУС МАСОВОКОМУНІКАЦІЙНОГО ДОКУМЕНТА

Метою роботи є обґрунтування тенденцій еволюції соціально-інформаційного статусу документа в умовах структурно-функціональної модернізації мас-медіа. **Методологія дослідження** полягає у використанні загальнонаукових методів: аналізу, синтезу, логічного методу, які дали змогу обґрунтувати визначальне значення конвергенційних чинників у модернізації системи мас-медіа, встановити характерні риси розбудови її функціонально-типологічної структури. **Наукова новизна роботи** полягає в тому, що в статті розвинуто сучасну теорію документа щодо ролі конвергенції в модернізації функціонально-типологічної структури масовокомунікаційних документів. **Висновки.** Розвиток системи масовокомунікаційних документів відбувається за трансформаційною моделлю, визначальними чинниками якої є конвергенційні процеси. Відбувається докорінна структурно-функціональна модернізація мас-медіа, провідними виявами якої є розширення спектру традиційних та поява нових функцій мас-медіа, розбудова їхньої типологічної структури, поява нових видів документів.

Ключові слова документ, масовокомунікаційний документ, мас-медіа, конвергенція.

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СОЦИАЛЬНО-ИНФОРМАЦИОННЫЙ СТАТУС МАССОВОКОММУНИКАЦИОННОГО ДОКУМЕНТА

Целью работы является обоснование тенденций эволюции социально-информационного статуса документа в условиях структурно-функциональной модернизации СМИ. **Методология исследования** заключается в использовании общенаучных методов: анализа, синтеза, логического метода, которые позволили обосновать определяющее значение конвергенционных факторов в модернизации системы мас-медиа, установить характерные черты развития ее функционально-типологической структуры. **Научная новизна** работы заключается в том, что в статье развито современную теорию документа о роли конвергенции в модернизации функционально-типологической структуры масс-медиа. **Выводы.** Развитие системы масс-медиа происходит по трансформационной модели, определяющими факторами которой являются конвергенционные процессы. Происходит коренная структурно-функциональная модернизация СМИ, ведущими проявлениями которой является расширение традиционных и появление новых функций масс-медиа, развитие их типологической структуры, появление новых видов документов.

Ключевые слова документ, масовокомунікаційний документ, мас-медіа, конвергенція.

Relevance of the research topic. The social and transmit information in space and time. The and informational status of a document in the ~~case~~ **value** of the physical basis of the document is also text of IT penetration, globalization, widespread updated, acquiring new scientific and technical expansion of the mass media space updates ~~the~~ **parameters.** Traditional physical medium has lost information component of the document, emphasizing the main function of any document – information, which consists in its ability to capture its monopoly status, since documentary information can be saved and reproduced on a variety of media: both on a traditional basis and on up-to-

date electronic media. At the same time, the issue of storing documentary information requires the acquisition of the status of the component information policy [15]. The concept of the information society, proposed by the American sociologist Daniel Bell, contributed to the development of other theories of post-industrial age, in particular the theory of convergence, which was perceived and understood in a new communicative context. Since the 1970s, the concept of convergence has begun to be used to determine the integration of communication and information technological layers of social relations [8]. In the 1980s, the massive introduction of the Internet has led to a genuine applied role of discussions about its functioning. The introduction of hypertextual associative links on the Internet as a local recessive military information network has led to a communication phenomenon of a planetary scale. The global computer network was self-deploying, integrating financial, intellectual, technological resources. The Internet has transformed all the existing approaches to the mass media convergence.

Analysis of recent research and publications. Modern approaches to understanding the essence of the document phenomenon are based on the theories of the French philosopher Gilbert Simondon and his follower Gilles Deleuze, among whom the first one substantiated the theory of individualization, according to which a separate subject is considered as the result of individualization [16]. In line with this theory, Kane X. Faucher considers documents and documentation as objects that do not reproduce the generalized picture of reality, as products formed during transduction and reticulation processes, i.e., during permanent transition, deployment of senses or exchange with the environment, as well as samples of constant problem recovery. G. Simondon's works on metastability and transduction can give a specific idea of the author's views on documents regarding their substance, their value, moving, perhaps, beyond the bounds of phenomenological foundations when interpreting documents. Within the meaning of the process of documenting as reticulation or deployment of senses, the author also suggests considering the document as a collection of continuous exchange of senses. K. X. Faucher considers the features

of the two registers of information in accordance with the previous process, which allows for the individualization of documents. The author makes an original contribution to understanding of the documenting process and the document as a dynamic product, changing the traditional view of information [12].

The urgent aspect of the research is the study of functional status of documents in the field of organization and communication in society. The range of interests of Carol E. B. Choksy includes scientific investigations by Professor M. Zacklad, who is the author of scientific papers on the theory of document, in particular on the issues of document support, documenting, documentary transmedia, the latter of which studies the ways of disseminating documentary information through a variety of media platforms [18].

Based on the concept of document support suggested by M. Zacklad, C.E.B. Choksy considers document support as deeply developed social objects using the provisions of cultural anthropology, as well as the concepts of stigmergy, which studies the mechanisms of decentralized network of collaborative interaction, the form of spontaneous interaction between the individuals and their self-organization. According to the author, document support is more than memory devices that explain or describe. It functions in highly structured social contexts to organize and link the American society. C.E.B. Choksy studies the role of documents as a compulsory social force for the first time, offering its understanding from the stigmergy's perspective [11].

Researchers in information disciplines should rely on the postulates of ethnomethodology as a way of development of deeper understanding of the relationship between people and recorded knowledge. Ciaran B. Trace interprets the basic concepts of ethnomethodology as a means of understanding the long-term planning of processes of the society formation. He substantiates his position by analyzing key scientific research, highlighting important ethnomethodological achievements regarding the specific interconnection of document support and human activities. Ethnomethodology, according to C.B. Trace, emphasizes the fact that a person transforms his/her experience and experience of other people into documents, which status objectively helps to ex-

plain the actions and conclusions of people. Documents, like written profiles, also serve to make people's actions important to themselves and to others. At the same time, ethnomethodology draws attention to the fact that any correct reading of documents depends on the understanding of ideology of automatic suppression, which is subordinated to decision makers. The proposed concept develops information disciplines, focusing on the social arrangement of document circulation and related social processes, suggests the methodology for further use of scientific information of ethnomethodology by researchers as a pattern for knowledge deepening about the role of documents in everyday life [17].

Joacim Hansson contributes to theoretical understanding of the document and document support of society by analyzing the examples of a particular institutional and professional environment. Based on the theory of documents and the theory of institutional changes, the scientist broadens understanding of the role of documents they play during the formation and development of modern librarianship. The basis for the study was the constituent documents, reference books and codes of ethics. The author asserts that documents that perform the function of ethical self-regulation within the modern librarianship, primarily legitimize the role of libraries in developing their typological structure for adaptation to new demands in the context of social transformations. The study suggests considering the principle of legitimacy as a key aspect of documentality, thus completing the established understanding of the concept. The author analyzes the role of codes of ethics in libraries for the first time, using the theory of documents. This provides new knowledge about the role of ethical self-regulation in librarianship in different institutional contexts. By suggesting the developed definition of documentality, he contributes to theoretical understanding of the role of documents and documentation in institutions and in society as a whole [14].

The information policy should be accompanied by the ideals of documentation. Lisa Börjesson qualifies this concept as an analytical tool for updating political and institutional aspects of information formation practice. The research was caused by a discussion about the quality in archaeological documentation. Three ideals of documentation

have been highlighted: a) how ideals distribute the responsibility for documentation for different participants; b) how ideals determine the roles for practitioners; c) how ideals point to different beneficiaries of documentation. The analysis highlights the ways to achieve the ideals of documentation, optimize the ideals of documentation when developing information policy, meeting the requirements for documentation and the staff who compile it. According to the researcher, the analysis of ideals of documentation is crucial as a component of the overall analysis of information policy and its practical implementation [9].

An experimental alternative approach to the study of the use of documents is represented by Daniel Carter. The essence of the approach is to analyze data on the impact of peculiarities on the study of documents of such infrastructural objects as institutional organizations (archives), database structures and organization of physical space (exhibitions). The study shows that the prospects of infrastructure depend on how big systems influence the use of documents. The infrastructure can reveal different ways of using documents in different contexts, about which discussions are shifted from individuals and institutions to technical systems, institutions and social structures [10].

The issues of documentary ontology and epistemology are developed by T. Gorichanaz, Kiersten F. Latham, who consider the phenomenon of the document, in particular, epistemological purpose of the document, from multidimensional perspective.

The phenomenological basis for the analysis of documents has been developed, highlighting such key concepts in this structure as internal information, external information, and accompanying information. Documents are considered as a part of a structured system that includes individual documents, parts of documents (paper and electronic), and document systems. The integrity of the system is expanding with the appearance of new types of documents and taking into account evolutionary development and is an evidence of continuous improvement of approaches to understanding of documents. The requirement of unified design of documents, which takes into account different conditions of functioning, use and control over document circulation, has been expressed [13].

Presentation of the main material. In modern conditions, the systemic transformation of

the mass media manifests itself in the orientation towards convergence processes, in the humanization of social relations, and the democratization of the political system. These factors led to the need to update the system of information interaction between the subjects of economy, politics, mass communication tools. Transformational processes of social life predetermine a qualitatively new state of social order, covering computer science, engineering, economics, politics, and culture. Convergence in the field of mass communication tools is based on civilizational preconditions, since the appearance of a new subject of mass communication, possessing new systemic qualities, takes place at the intersection of traditional journalistic creativity and market mechanisms. Redistribution of the functional load of communication products grants journalism the features of the practical branch, which necessarily uses documentary legitimization of information representation. A special role is played by socio-political and state-administrative documents that are of public nature and create an important context for information and analytical, news journalism.

At each stage of the development of social medium, transformational processes acquire specific features. They are an organic and integral part of the evolutionary development of society, being the product of the gradual development of social phenomena in the past and the basis for further accumulation and development of qualitative changes. One can imagine the convergence of mass media as a process that changes not only the system of mass communication tools (mass media included), but also the spheres of production, business, creation of intellectual products connected with the communication activities. The central place of convergent transformations belongs to the communication spheres of influence on society. The convergence of mass communication tools with an aim of unifying the information system of access to the sources of communication diversifies the communicational characteristics of processes that are relevant to the concept of modern social environment. It is about integration of processes, which can testify in favor of multi-leveledness and multifunctionality of applied convergence of media. At the same time,

convergence can take place at many communication levels, while remaining a holistic, inseparable process. The processes of systemic transformation of the media are generated by the influence of the technological and economic environment, where up-to-date media function. We define the two levels of media convergence.

The first level - informational (technological).

The development of the modern document theory covering the concept of "new media" has been influenced by such information and communication processes as convergence, belonging of media resources to the network space. In domestic and foreign scientific sources, convergence is seen as a process that involves three stages: syncretism (underdevelopment, fusion, typical of the early stages of media development); differentiation (specialization of media activity); synthetism (media functioning in the integrity, unity, interconnection) [3].

The basis of technological convergence of mass communication tools makes the process of digitization, i.e., transfer of the content into a digital form, which:

- allows different technical media (cable, wireless, computer, network, satellite) to send information to the user;
- provides a unified technological platform for media content broadcasting;
- enables distribution of digital format of content in a variety of ways, regardless of the specific communication industry and technology platforms;
- allows activating a verbal and mobile group of messages, creating interactivity, which becomes a key factor in modern mass communication tools.

Information and technological factors provide not only for the reproduction of old patterns, but the emergence of new media platforms that significantly change the mass media both as the way of presenting and information format, and as a way of consuming it.

Digitization allows you to unify the communication component of any message in a way that can be understood (read) by the information system and will allow it to be easily "transported" by any message channel. As a result, any information system is transformed into a special environment, where the content, having acquired a new digital view, overcomes the localization of traditional

mass communication tools. There are no obstacles for producers or recipients of messages: time (necessary for the distribution of printed media), financial (necessary for the functioning of printed and electronic media), spatial (limiting the broadcast of radio or television signals). Digitization eliminates functional differences between individual media by leveling up their content.

Digitization allows creating competitive advantages in the struggle of journalism, advertising, public relations. The object of the competitive struggle in the TV era was time that the audience was willing to spend on a particular channel of information. In the context of multiplication of information flows, it is not enough to win time in mass audience. The competition between communication channels is exacerbated in the media market: between different TV channels, between TV channels and Internet websites, cable operators, cinemas. Content consumption is becoming more mobile, flexible, individual, interactive, and manageable. Convergence therefore causes a change the object of competition - from the time to attracting the attention of information consumers.

The second level - economic (market). In the theory of mass communications, convergence refers to the processes taking place in the media business, namely, the concentration of business on the basis of merger in a single holding of various types of media. Media as components of the information market are within the framework of market mechanisms, market values, market relations, and therefore are open to mutual influences and enrichment. At the mega communication level, the convergence of mass media leads to a combination of markets and business. The communications economy is heading towards integration with the telecommunication field of business, hardware and software manufacturers. An integrated market is being created, which combines multimedia, software and content services.

The process of convergence in the communication environment lays the technological foundations for the transformation of the economic domain, which is related to functioning of mass communication tools. The economic factors of media convergence include: regional integration of national economies; democracy of societies; technology development; competition [1]. The advancement of technologies that ensure

development of economy and cultural globalization promotes the rise of the financial sector over all other areas of the modern economy. Meanwhile, financial flows are increasingly separated from the real field of production and services.

This phenomenon of the modern economic system leads to the creation of virtual capital [6, p. 11-19], which exists only in the economic space

due to the convergence of media, the world of capital has become more independent and autonomous. The money stock, which circulates in the mass media, has turned into what accompanies the transmission of messages. The flow of messages in the virtual world, with increasing needs for their consumption, does not diminish, is constantly updated. This gives grounds for asserting that the communication and economic spheres of life are becoming the key characteristics of the media convergence processes. Today's development of media testifies not only that their future will ensure the progress of technology. The economic context of the development of media convergence becomes increasingly understandable, and it is the technological progress transforming the media market.

The interdependence of the factors of mass communication tools convergence is stimulated by technological factors, which undoubtedly are the leading force of transformation in the communication sphere. However, these were the information and communication technologies that have made it possible to liken a huge number of elements of globalization. The consequence of that was a rapid development of communication services, which determined the development of many areas of activity, primarily of mass communication tools [7, p. 35-37]. Thus, new technology leads to the development of communication economy. The convergence of various media, the emergence of common content products for different message channel leads to the advent of new integrated mass media.

The concentration of mass communication tools changes under the influence of convergence; in particular, communication concerns are being established. Communication concerns used to be created by the market logic, but a huge communication capacity focusing in their hands, could usurp the right to information. There was a threat to the democracy - one of the four aforementioned

economic factors of convergence of mass communication tools. The reality was rather dangerous, if we consider the communication concerns, which are based on corporate (for example, newspaper + radio + television in the hands of one owners), situational (temporary coordinated information coalitions of internal and external correspondence), creative (prevailing specific genres or communication areas) aspects [4, p. 72). New threats could be offset by the fact that there is a certain permanency of the communication concerns. Instead of the expected diversity, the process of media concentration within a certain communication concern has led to the spread of mass culture, which in the content and intellectual senses suspended the progressive development of the communications industry.

New communication patterns are created in contrast to the once widespread technique of diversification of communication production, which diverted attention and financial flows directly from the communication product – the document. Convergence of the media requires flexibility in the strategy, but adherence to principles in the situation on the market from the mass communication activities. media convergence can lead to redistribution of roles in the communications market.

Transformational changes in the media are manifested in the form of structural and functional modernization of the mass media, when the development of market relations, various types of markets (consumer, financial, industrial, international, market of large facilitating organizations) causes the growth of needs in actual, objective and timely documentary information. In the context of structural and functional development of the media system, convergence processes are emerging, which are a manifestation of merging of traditional media technology and management technologies with computer science.

Structural and functional modernization of the mass media covers the system of technological and economic factors connected with each other by close causal relationship.

1. Expanding the scope of traditional functions of journalism (informational, educational, entertaining), the emergence of new media functions: advertising function; management function (PR); function of the “arbitrator” to resolve internal and inter-corporate conflicts [5]; function of the mediator of political views with an orientation towards the external audience (subjects of the economic environment); function of the corporate publication regarding the declaration of socio-political views of individuals or group audiences; functions of the corporate publication as a political organizer of the very corporation’s staff during the election campaign, solving of socially important issues; function of the corporate publication as a participant in the process of self-management, self-organization of the mass media in the context of demassification of the media system.

2. The development of the typological structure of the mass media, the emergence of new types of publications - business press, corporate (client, industry) publications that are competitive on the media market:

- the business press emerged as a result of the formation of a financial and industrial elite in the country;
- patterns of corporate publications are based primarily on the interests of public and corporate governance bodies;
- corporate media as a relatively new type of the press constitute a significant segment in the economic mass media system;
- business press, corporate publications are formed as media dependent on investment budgets; their development strategies are aimed primarily at satisfying the needs of investors and advertisers, to a lesser extent - at meeting the information needs of social groups.

3. The change of traditional notions about information and communication channels, a combination of remote and disconnected mass communication groups. It becomes difficult to determine, which media we are talking about: radio on the Internet, legal acts on the CD, video film on a mobile phone or news release of Iraqi satellite TV, e-mail accepted by mailbox. All this is the transfer of functions from one media to others and the ability to receive any contents (communication factor of convergence) by any channels (informational factor of convergence). The future of traditional media becomes less clear as it appeared to be in post-industrial times.

- 4. Strengthening of the trend of development and functioning of the mass media: among the printed mass media - the prevalence of regional over national; among the electronic (TV, radio programs) media - the prevalence of nation-

al over the regional ones due to the need for a significant initial capital, limited frequencies; these tendencies are caused by changes in the structure of the information needs of the consumer audience, growth of the interest in regional entrepreneurial, social, political and cultural problems.

5. Development of media business, self-identification of the media industry, which takes place due to the concentration of media in the hands of big business and the emergence of media monopolies. The dominance of foreign multinational corporations in the media environment, caused by the spread of the global processes, causes the impairment of domestic interests in the implementation of national information policy, the formation of the national information environment.

Mass communication as a subsystem of social communication has a special function - to be a leading social subsystem. Communication convergence involves the rapprochement and integration of key institutions of mass communication in journalism, advertising and public relations, which leads to the acquisition of new systemic qualities by them. All these institutions have a common form: the object of control - mass consciousness, the subject of control - psychological processes of information perception; the mechanism of control - formation of rules of behavior through the spread of socio-psychological attitudes. Thus, journalism, advertising and public relations influence the mass consciousness through public opinion, but realize their functions in various ways. The mass media act as an effective means of mass dissemination of corporate information. Contemporary journalism gradually and clearly convergently shows interest not only in advertising, but also in public relations, since 50-60% of publications in print are the product of a gigantic information production factory called public relations [2].

Transformational processes in the system of media find their expression in the creation of a holistic communication environment as a response to the change of segmented communication environment. A holistic communication environment is formed as a result of a set of interconnected processes that have a causal relationship: development of highly specialized information needs of the audience; growth of the number of highly specialized media that meet the information needs of the audience; fragmentation and clarification of the

audience segmentation, change of the needs and habits of the audience; development of the mass media with different social purposes, deepening of their segmentation; formation of the media as a single communicative space.

Under the conditions of today, convergence acts as a requirement for the development of mass and corporate communication. It manifests itself at various levels of media performance, in advertising, in public relations (in technologies, content, efficiency). Information technologies are the bedrock of convergence relations that lead to the convergence or destruction of communication carriers and the creation of such a communication environment, where the common relations of the journalist, the audience and the media change in a quality manner.

Communication globalization leads to systemic changes in functioning of the society and individuals. Global communication technologies enable you to have unlimited access to messages in any part of the world and about events in any part of the world; quickly move in message streams that are relevant continuously round-the-clock; to form new communication communities both within the boundaries of national states and in a transnational context; single out new elites from the national societies (financial, economic, political, intellectual), united in a global network.

Conclusions. Globalization has changed the communication field of society. The most important process that fundamentally transformed the communication of importance, contents and typological structure of mass communication tools has become the convergence of media, which now can provide an opportunity to combine all kinds of mass communication activities, all types of communication product - the document. The development of the system of mass communication documents takes place according to the transformational pattern, the decisive factors of which are convergence processes, which are closely related with causal links. A radical structural and functional modernization of the mass media takes place under the influence of convergence, the main manifestations of which are the expansion of the scope of traditional and the emergence of new mass media functions, the development of the typological structure of media, the emergence of new types of documents. Corporate and business publications occupy a prominent

position in the media system, which are formed and developed at the expense of investment budgets of business entities (banks, government structures, large companies, organizations), as well as international mass media. An impact on the audience in line with the corporate interests of their investors, which often contradicts the public interest, have dominant positions in the system of priorities of the transformational pattern. The peripheral position of the pattern occupies satisfaction of the information needs of the national audience, ensuring information sharing between members of society, creation of the national identity. Transformational processes in the system of media find their expression in the formation of a holistic communication environment as a response to the change of segmented communication environment.

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