

СОЦІАЛЬНІ КОМУНІКАЦІЇ. ІНФОРМОЛОГІЯ

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**SOCIO-COMMUNICATION RESOURCES OF CULTURAL INFORMATION
IN MODELING THINKING AND BEHAVIOR OF INFORMATION CONSUMERS**

The purpose of the article is to determine the social communication resources of cultural information to make a civilizational and ideological choice, to choose the way of thinking, and value priorities by consumers of information. To achieve the purpose, the main objectives: one shall justify the view of cultural information as a combination of documentary and factual information that, during communicative interaction, exercises a synergistic influence on public consciousness; establish the main components of the theory of memes by R. Dawkins; reveal the influence of cultural information on cognitive and behavioral resources of information consumers through replication of memes. The methodology consists of using general scientific methods and unique methods: analysis, synthesis, logical method, method of visualization of research results, analogy method. The scientific novelty of the work consists in the fact that the paper has suggested considering cultural information as a combination of documentary and factual information, which during the communicative interaction exercises a synergistic influence on the public consciousness. Conclusions. Communication processes underlie the memes spread that affect not only the formation of the way of thinking, outlook but also determine the behavior of the recipient. Creating meme complexes, combined by a single generic idea, is accompanied by a synergistic effect of the impact of each meme. That is why information created and disseminated using multimedia technologies will have maximum psychological appeal, with a psychological impact on all modal channels of sensation. Such a combination of cognitive and behavioral resources of meme replication determines their successful application in the context of a meaningful, information war. The strategy of communicative interaction, which is based on the transfer of cultural information from the communicant to the recipient through information channels (mass media, social networks), aims to obtain the expected change in the vector of personal and social characteristics (axiological, cognitive and behavioral priorities), which is designed to achieve effective influence on public consciousness.

Key words: cultural information, meme theory, documentary information, factual information, communicative interaction, communication behaviour.

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СОЦІОКОМУНІКАЦІЙНІ РЕСУРСИ КУЛЬТУРНОЇ ІНФОРМАЦІЇ У МОДЕЛЮВАННІ МИСЛЕННЯ І ПОВЕДІНКИ СПОЖИВАЧІВ ІНФОРМАЦІЇ

Метою роботи є визначення соціокомунікаційних ресурсів культурної інформації для реалізації цивілізаційного і світоглядного вибору, для обрання способу мислення і ціннісних пріоритетів споживачами інформації. **Методологія дослідження** полягає у використанні загальнонаукових методів і спеціальних методик: аналізу, синтезу, логічного методу, методу візуалізації результатів дослідження, методу аналогії. Застосування аналітико-синтетичного, логічного методів дало змогу встановити головні компоненти теорії мемів Р. Докінза, обґрунтувати вплив культурної інформації на синергетику когнітивних і біхевіористичних ресурсів споживачів інформації шляхом реплікації мемів. Зіставлено характеристики культурної еволюції у порівнянні з генетичною еволюцією за аналогічними критеріями. **Наукова новизна** роботи полягає в тому, що в статті запропоновано розглядати культурну інформацію як поєднання документальної і фактологічної інформації, що під час комунікаційної взаємодії здійснює синергетичний вплив на суспільну свідомість. **Висновки.** Комунікаційні процеси лежать в основі поширення мемів, які впливають не тільки на формування способу мислення, світогляду, але й визначають поведінку реципієнта. Створення комплексів мемів, об'єднаних певною узагальнювальною ідеєю, супроводжується синергетичним ефектом від впливу кожного з мемів. Саме тому інформація, створена і поширена з використанням мультимедійних технологій, буде мати максимальну психологічну привабливість, здійснюючи психологічний вплив на всі модальні канали відчуттів. Таке поєднання когнітивних і поведінкових ресурсів реплікації мемів зумовлюють їхнє успішне застосування в умовах ведення смислової, інформаційної війни. Стратегія комунікаційної взаємодії, в основі якої є передавання культурної інформації від комуніканта до реципієнта через інформаційні канали (мас-медіа, соціальні мережі), має за мету отримання очікуваної зміни вектора особистісних та суспільних характеристик (аксіологічних, когнітивних та біхевіористичних пріоритетів), що проектується на досягнення ефективного впливу на суспільну свідомість.

Ключові слова: культурна інформація, теорія мемів, документальна інформація, фактологічна інформація, комунікаційна взаємодія

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СОЦИОКОММУНИКАЦИОННЫЕ РЕСУРСЫ КУЛЬТУРНОЙ ИНФОРМАЦИИ В МОДЕЛИРОВАНИИ МЫШЛЕНИЯ И ПОВЕДЕНИЯ ПОТРЕБИТЕЛЕЙ ИНФОРМАЦИИ

Целью работы является определение социокоммуникационных ресурсов культурной информации для реализации цивилизационного и мировоззренческого выбора, для избрания способа мышления и

ценностных приоритетов потребителями информации. **Методология исследования** заключается в использовании общенаучных методов и специальных методик: анализа, синтеза, логического метода, метода визуализации результатов исследования, метода аналогии. Применение аналитико-синтетического, логического методов позволило установить главные компоненты теории мемов Р. Докинза, обосновать влияние культурной информации на синергетику когнитивных и бихевиористических ресурсов потребителей информации путем репликации мемов. Сопоставлено характеристики культурной эволюции в сравнении с генетической эволюцией по аналогичным критериям. **Научная новизна** работы заключается в том, что в статье предложено рассматривать культурную информацию как единство документальной и фактологической информации, которые во время коммуникационного взаимодействия осуществляют синергетическое воздействие на общественное сознание. **Выводы.** Коммуникационные процессы лежат в основе распространения мемов, которые влияют не только на формирование образа мышления, мировоззрения, но и определяют поведение реципиента. Создание комплексов мемов, объединенных определенной обобщающей идеей, сопровождается синергетическим эффектом от влияния каждого из мемов. Именно поэтому информация, созданная и распространенная с использованием мультимедийных технологий, будет иметь максимальную психологическую привлекательность, осуществляя психологическое воздействие на все модальные каналы ощущений. Такое сочетание когнитивных и поведенческих ресурсов репликации мемов обуславливают их успешное применение в условиях ведения смысловой, информационной войны. Стратегия коммуникационного взаимодействия, в основе которого лежит передача культурной информации от коммуниканта к реципиенту через информационные каналы (СМИ, социальные сети), имеет целью получение ожидаемого изменения вектора личностных и общественных характеристик (аксиологических, когнитивных и бихевиористических приоритетов), что проецируется на достижение эффективного воздействия на общественное сознание.

Ключевые слова: культурная информация, теория мемов, документальная информация, фактологическая информация, коммуникационное взаимодействие.

The relevance of the research. Cultural information has a powerful social and communicative potential for modeling the behavior and thought of information consumers. It is successfully used in this function if there are time and intellectual capabilities to implement a long-term strategic process. The achievements of culture, covering science, technology, education, art, morals, lifestyles, worldview, occupy an exceptionally significant segment in the aggregate of documentary and factual information. Having intellectual, emotional, spiritual potential for the purposeful information influence, cultural samples exercise targeted information influence on the recipient in the area of individual and collective forms of the unconscious inconspicuously, unknowingly, but exceptionally effectively. Documentary and factual information is an organic component of manipulative practices that use cultural information for implicit management of people, affect the conscious and unconscious of a person.

The purpose of the work is to determine social communication resources of cultural information to make a civilizational and ideologi-

cal choice, to choose the way of thinking and value priorities by consumers of information. To achieve the purpose, the main objectives:

- one shall justify the view of cultural information as a combination of documentary and factual information that, during communicative interaction, exercises a synergistic influence on public consciousness;
- establish the main components of the theory of memes by R. Dawkins;
- reveal the influence of cultural information on cognitive and behavioral resources of information consumers through replication of memes.

Analysis of recent research and publications. Manipulative practices that are based on the collective unconscious have deep roots. Collective unconscious by C.G. Jung is a psychological heritage of humankind, which, like the human body, has evolved through evolution and is marked by numerous human experiences [13]. All practical and cognitive experience at the level of an individual, processed by his/her individual psyche, forms the psychic structure of

a person, at the collective level - forms the collective unconscious. The collective unconscious has a super individual nature and is manifested in samples of human culture (myths, fairy tales, legends, traditions, beliefs). Individual and collective psychical sphere is structured, according to C.G. Jung, by archetypes, that is, typical, often repetitive psychic models of behavior and images that objectively manifest themselves in the form of cultural rituals.

Thinking of the importance and place of the cultural achievements of humankind in the social development, the French sociologist Maurice Halbwachs proposed a concept of collective memory that focuses on the specific historical situations of some social groups and communities. According to M. Halbwachs, the need for historical memory and historical consciousness is a response to the disappearance of traditions [9]. The main idea of the concept of collective memory consists in the fact that the memory of individuals and groups is always socially determined. Individual memory is nourished, replenished and enriched with the individual memory of other people. In this sense, it turns out that there are a collective memory and individual frameworks of memory, and individual thinking is capable of recollection since it is embodied in this framework and participates in this memory. M. Halbwachs expressed no less important idea about the connection between memory and language, which comes down to the fact that before we call a memory from our mind we vocalize it. Conscious construction of memory by different groups suggests that collective memory has a historical nature, because history does not simply reproduce the stories of contemporaries about the events of the past, but also modifies them - not only because it has other evidence, but also to adapt them to the thinking techniques and representations inherent in other people.

Cultural information became the object of various manipulations in the twentieth century, the prevalence and systematic use of which gives grounds to qualify it as a factor of the global information and psychological weapons of mass destruction. The essence of this weapon is programming the values and beliefs of the masses through the media. One of the psychotechnologies that allows doing that is neuro-linguistic programming [3].

The research methodology consists in using general scientific methods and special methods: analysis, synthesis, logical method, method of visualization of research results, analogy method. The application of analytical-synthetic, logical methods made it possible to establish the main components of the memes theory by R. Dawkins, to substantiate the influence of cultural information on the synergy of cognitive and behavioral resources of information consumers by replicating memes. The characteristics of cultural evolution in comparison with genetic evolution according to similar criteria have been shown using the method of visualization of the research results.

Presentation of the main material. *Main components of the memes' theory.* The profound nature of the culture became the basis of the meme theory, defined by the English evolutionary biologist Clinton Richard Dawkins [5; 6; 7]. By formulating the theory of the transmission of cultural information, R. Dawkins introduces the concept of "meme" to designate a stable element of human culture, transmitted via channels of linguistic information [7]. According to the scientist, the meme is a unit of transmission of cultural heritage or a unit of imitation [7].

The context of the theory of memes by R. Dawkins has become the theory of selfish gene proposed by him, based on the Darwin's evolutionary theory about the development of species. Offering innovative approaches to the interpretation of the role of genes in the evolution of humanity, R. Dawkins points to the main functional feature of genes - to be replicators, that is, self-renewing particles. As a convinced Darwinist, R. Dawkins presented not a different theory, but another vision of a well-known theory, placing not a separate organism in the focus of attention, but the view of the very gene on nature. The scientist reinforced that approach by the fact that often the most valuable contribution of the scientist is not the introduction of a new theory or the discovery of any new fact, but the theories or known facts reconsidered. If one is fortunate, the change of approach can give something more than just a theory. It can create a special atmosphere of thinking, where there are many fascinating, scrutinized theories, and there are facts that could not even be imagined [7].

By deploying the theory of memes, R. Dawkins proceeds from the assertion that the only fundamental, universal biological law is the law that all living things evolve as a result of the differential survival of replicable units. The dominant unit replicated on the planet is the gene, a DNA molecule. If there are other such units, then in the presence of other conditions, they necessarily form the basis of a certain evolutionary process [7]. To develop the theory of memes R. Dawkins widely uses the analogy method in the following aspects: to compare the mechanism of genetic and cultural (non-genetic) evolution; to interpret the gene and the meme, the features of the existence and implementation of their replicative function. According to R. Dawkins, in order to understand the evolution of a modern person, we must give up views on the gene as the only carrier of evolutionary changes [7]. Genetic evolution is just one of many possible evolutions [7]. He substantiates the existence of two types of information transmission: genetic – by replication genes and cultural – by replication memes. The scientist represents the meme as a new type of the replicator. The same way as human genes are located in chromosomes, memes are localized in human memory and are transmitted from generation to generation through spoken or written words. According to R. Dawkins, the transfer of cultural heritage is similar to genetic transmission: being conservative in its nature, it can give rise to some form of evolution [7]. The phenomena of cultural information, undergoing evolutionary changes, acquire new qualitative characteristics and attributes.

Primary replicators – genes-molecules that are capable of creating copies of themselves were formed in a “primary broth” - first in a cell, and then in a multicellular formation, a complex organism - the human body - as a temporary transitional structure that the replication genes create for their own needs and by replicating from generation to generation, they become potentially eternal. Since the appearance of replicators, there is a struggle for resources between them.

According to R. Dawkins, human culture is a new “broth” - an environment where memes develop. He considers the evolution of cultural information in the context of biological evolutionary processes trying to explain the origin of

culture, cultural evolution, huge differences in human culture in different parts of the globe. Memes include an infinite number of samples of material and intangible culture: melodies, ideas, fashionable words and expressions, ways of cooking the soup or construction of arches. In his view, “meme-idea” can be defined as a certain unit capable of being transmitted from one brain to another. Noteworthy is the fact that the scientist considers meme as part of the idea, which took over the brains. Therefore, meme of the Darwin’s theory is an integral part of the idea contained in all the brains that understand this theory.

The evolution of melodies, during which non-genetic modification processes are manifested in the creation of numerous variations of the original musical sounds using imitation, simulation, alteration, combination, cause the creation of new melody variations, which the researcher P.F. Jenkins called “cultural mutations” [12].

Attributes of memes as phenomena of information culture. Based on the meme theory by R. Dawkins, we get such attributes of the memes as psychological attractiveness, longevity, productivity, accuracy of copying, competitiveness, complexity. They form uneven segments, but the synergy of their presence provides the necessary effect. These attributes determine high viability of memes. According to R. Dawkins, viability is the determining criterion for assessing the meme within human culture, since any reality created over the millennia of human civilization activity has some value only under the sole condition - its preservation in social memory.

The viability of the meme in the meme pool is due to its great psychological attractiveness, such as the idea of God as the response to core questions about the meaning of life, faith in justice, security in hard times. The memes associated with basic personal values (faith, family, and homeland) belong to the category of memes with high viability in the meme pool. Psychological attractiveness of the meme, according to R. Dawkins, means its positive perception by the human brain, and the brain is formed as a result of natural selection of genes in the gene pools [7]. The old, genetic evolution, having created the brain with the help of genes-replicators, has formed the environment in which the first memes arose. A meme as a new replicator can create its

own copies and dominate others, start the evolution of a new type, during which transformational processes occur much faster than genetic ones. According to R. Dawkins, this is just one of the possible evolutions.

Longevity. Each individual copy of the meme lives and disappears together with its bearer - a person, but the longevity of the meme progresses if a person creates meme's copies using various ways of preserving and transmitting cultural information and their combinations.

Productivity. Productivity is much more important to ensure high viability of the memes, that is, the ability to create numerous copies. Thus, memes related to all world religions demonstrate exceptional viability, due to the longevity of written records, the grandeur of religious architectural structures, the genius of religious musical works, the depth of moral and ethical religious canons and guidelines. In the words of the classics, the idea that mastered the masses, becomes material strength, it is invincible. However, the high prevalence of the meme copy does not guarantee its long preservation in a memo pool (hits, fashion).

Accuracy of copying. Copying of the meme a priori presupposes the relative accuracy of its exact copying, since any act of communication (oral, written) may be related to the introduction of certain changes, their combinations into the sense of the meme-original. The accuracy of replication of the meme directly depends on the level of subjective, creative reproduction. Obviously, the requirement for accurate copying of the meme is in a certain contradiction with the concept of the development of reality. After all, the creative approach to the existence of a cultural unit while preserving the heart, the core of reality provides for the appearance of its new, progressive features, which ensures high viability and competitiveness of the meme.

Competitiveness of memes. To ensure their own viability, increasing the number of genes in future gene pools, they behave as active, conscious, focused elements due to the existence of natural selection. The genes compete with the opposite alleles for the same place in the chromosome. The natural selection of memes lies in their struggle for the time during which they grasp mass or individual consciousness on the conscious or subconscious level. The natural en-

vironment, where memes exist as units of cultural information, is the human brain, all attention of which in certain time can be captured only by one meme. The memes-"rivals" do not stand up to competition and are squeezed out of attention for this period of time. Thus, in confrontation of the memes, the time during which the meme captivated the human brain, is an important limiting factor and it is the object of intense competition [7]. R. Dawkins expresses the opinion we need one condition so that cultural information could reproduce itself through the memes - the ability of the brain for simulation. In the presence of this condition, there will be memes that are to fully utilize the ability to replicate cultural information [7].

N.K. Humphrey, the English researcher of the evolution of human intelligence and consciousness, stressed the peculiarities of the cognitive functioning of the memes - an exceptional vitality and efficacy [10; 11]. In his opinion, "memes should be regarded as living structures, not just metaphorically but technically. When you plant a fertile meme in my mind, you literally parasitize my brain, turning it into a vehicle for the meme's propagation in just the way that a virus may parasitize the genetic mechanism of a host cell. And this isn't just "a facon de parler" (*French, figurative expression*) - the meme for, say, "belief in life after death" is actually realized physically, millions of times over, as a structure in the nervous systems of individual men the world over" [10].

According to R. Dawkins, other objects of consumption, which memes are competing for, is the time on radio, television, the area on billboards, in newspapers, on library shelves. However, these electronic or print media are the means that are focused on making the information influence the human brain - human consciousness - on the conscious and subconscious levels.

Complexity of memes. A manifestation of coadapted gene complexes emergence is the combinations that determine the relevant somatic and physiological signs in animals, which ensures the vitality of the species in the natural environment.

According to R. Dawkins, the memes often strengthen each other, and sometimes they are in opposition. That meme wins, which is given more attention - time, and also different means

of their transmission are used: diverse influence, spoken and written word, personal example. Co-adapted meme complexes evolve in the same way as coadapted gene complexes. Those memes win, which use the cultural environment for their benefit, selecting memes similar in direction, combining with them and forming meme complexes, meme pools. It is difficult for the new memes to penetrate in this evolutionarily stable set.

The difference in the viability of genes and memes is that individual genes of a person can be immortal, but their combination in some person is unique. The life of a separate meme can be short-lived, and meme-complexes representing the world culture live in millenniums.

R. Dawkins argues the theory of memes, thoroughly considering the existence of a unique phenomenon of human culture - a religious complex of memes, which exist in different forms for millennia, combining the following components:

- the church with its architecture, rites, laws, music, fine arts, written records, which make up a coadapted stable set of memes that mutually support each other; religious doctrines exerted profound psychological influence on the faithful; unconscious religious memes (memes of God, the hellfire that awaits for sins) survived due to their own extraordinary power of psychological influence;

- faith, blind faith, which in the absence of evidence, and even contrary to evidence, can justify everything. Seeking evidence, rational research are dangerous for the blind faith. Blind faith memes have their own ways of spreading, which provide them with vitality and domination over others.

In addition to religious, R. Dawkins includes patriotic and political memes in the blind faith memes.

Imitativity of memes. The documentary information, varied by belonging to different categories, different branches of knowledge, various interpreting and audience platforms, implemented in the time and space dimension, is the manifestation of all the accumulated experience. Handling documentary and factual information is based on the regularities of the functioning of elements of human culture transmitted by linguistic channels. From this perspective, documentary and factual information is of interest as a component of the

general theory of evolution of successively replicated systems.

R. Dawkins, comparing genes and memes, taking their common feature as the basis - to be replicators, determined the exclusive status of cultural information. Both non-destructive and self-renewing genes, as well as cultural information, have an exceptional potential for conservation, imitation and recovery.

The evolution of language, during which non-genetic modification processes occur much faster than in cases of the genetic evolution, causes the emergence of a new (modified) linguistic formation at all linguistic levels (at the level of vocabulary, semantics, word formation), on the basis of which coding and decoding of information takes place during the act of communication in other temporal, and, maybe, other spatial frames. The presence of such processes is evidenced by the emergence of the language barrier between distant generations of speakers who actually use the same language, but modified in different time and space positions.

Interpretivity of memes. According to R. Dawkins, the process of transmission of memes is associated with continuous mutation, as well as with the merger [7]. If we make certain parallels between the mutation of meme, that is, the change of material caused by the error of copying this material at the stage of the meme replication, and the interpretation of the factual and documentary information that appears in the study, explanation, interpretation of this information, then in both cases we get a new attribute. Meme pool is a rich source for replenishing the factual and interpretative field, since the interpreted meme is already a meme-copy. R. Dawkins believes that each of the interpretations of one meme possesses a certain level of all attributes - longevity, productivity, accuracy of copying. That meme-interpretation, which will most clearly identify these attributes, will demonstrate the highest viability. A copy will become a dominant meme. Different interpretations of historical events by various participants may serve as examples: winners and losers, colonialists and colonized. The history is written by the winners. That is, the interpretation of a fact or a document depicts a qualitatively different reality that can form the core of another meme-copy.

The evolution of memes and their replication, associated with the processes of creating, re-writing ancient books, is evidence of the importance of each of the abovementioned attributes of memes – longevity, productivity, accuracy of copying. From the first half of the nineteenth century ancient records of handwritten art were created at the St. Sophia Cathedral, the Kyiv-Pechersk Lavra, monasteries of the Galician-Volyn principality. The rewriting of the original Greek and Bulgarian books was carried out by uncial - high, proportional letters with square proportions, equal lines; “Byzantine” and “Teratological” ornaments were used in the decoration, artistic elements, both original and borrowed from the books of Bulgarian origin. From the second half of the nineteenth century, a new form of writing began to be used in the rewriting of books - semi-uncial, which is characterized by elongated proportions of inclined letters, an increase in the number of kerned letters, abbreviated words. Since then, the artistic design of the Ukrainian manuscript book is dominated by interwoven, floral ornamentation, which subsequently turned into perfect Renaissance and Baroque compositions. Later, high samples of artistic design were enriched with motifs of folk crafts, folk painting. The Ukrainian manuscript book is evidence of the development of Ukrainian national culture and spirituality, the evolution of spoken and written word, its ancient origin and authentic development, as evidenced by the Ukrainian lexicography [4].

The whole complex of fundamental memes of the Ukrainian people creates the units of the Ukrainian manuscript book, which, in their totality, and each separately, due to their uniqueness, is a documentary proof of the authenticity, long standing and depth of the sources of formation of the civilizational phenomenon of Ukraine. The global meme pool, which is fed by the ancient Ukrainian manuscripts, is formed from the memes of the advent of the Ukrainian statehood, the baptism of the Ukrainian people, the formation of the Ukrainian language and writing, the development of the Ukrainian science, literature and art, succession of the spirituality of the people.

Cognitive and behavioral resources of memes. Cultural information is a ground, a source for the implementation of a conscious civilizational, philosophical choice of personality and

people, for the freedom to choose the way of thinking, for choosing value priorities. After all, a person is capable of conscious prediction and forecasting, of thinking, and therefore of the resistance to the influence of selfish genes acquired from birth, and selfish memes acquired during the upbringing. According to R. Dawkins, “We are built as gene machine and cultured as meme machines, but we have the power to turn against our creators. We, alone on earth, can rebel against the tyranny of the selfish replicators” [7].

The introduction of the notion of a meme as a unit of cultural information that extends from one person to another by means of simulation, training by R. Dawkins into the scientific circle, gives grounds to consider the values and beliefs to be cognitive programs - a kind of software for humankind [3]. It was this idea that the studies by Clare W. Graves of psychosocial cultural v Memes (valued memes) was based on. They studied the models of dissemination of v Memes, the technology of their spontaneous or purposeful introduction into the public consciousness of communities, nations, states and humanity [8].

The document - a socio-communication information product - a classic object of virtual reality, which is marked by such characteristics as exceptional relevance, multimedia nature, convergence and multi-platform presentation, high rate of dissemination. It is a unique set of information, where the factual component is purposefully selected for the communicational impact on the audience. The strategy of promoting factual information and its interpretation in the mass media requires the use of a cognitive-emotional model of communicational interaction, which involves the direction of movement towards the formation of audience preferences: from individualization - to generalization in the processing and perception of information.

The effectiveness of mass media selection and interpretation of facts depends on the consideration of personal information needs of the information consumers, their psychological and mental mood, that is, on the perception and processing of information by a person’s consciousness. The cognitive-emotional model of communicational interaction between the mass media and the audience is based on the consideration of mechanisms of interpersonal interaction, which are based on

psychological, person-centered technologies: social perception, empathy, stereotyping.

The assertion that communicational interaction is achieved by establishing a purposeful, actually programmed communication between subjects of communication relations, the result of which is a change in behavior or state of consciousness, requires awareness and consideration of the fact that the declared purposefulness and programmability of relation between the subjects of communicational relationship involves the use of psychological tools and methods of influencing the audience in mass communication activities. By simulating the effect of communicational interaction, which is expected to be achieved through the dissemination of somehow interpreted content in social communications, the dynamics of the mechanism of communicational interaction between the media and the audience should be taken into account.

An important component of the audience's peculiarities of the interpretative nature of the content in social communication is genre-stylistic characteristics of the text. A personal, subjective approach to the treatment of facts is a kind of methodological tool, the basis of which makes a set of output conceptual representations, objectives, methods of psychological impact on the addressee, providing a higher level of controllability, the focus of the process of formation of mass and individual consciousness.

Cultural information as a synergy of documentary and factual information. All the attributes of memes (psychological attractiveness, longevity, productivity, accuracy of copying, imitativeness, interpretivity), which ensure high viability of the memes, are directly related to their interpretive, modification abilities, because they are the mechanism of natural selection that determines a stronger meme. Unlike genetic information, cultural one is a result of conscious or unconscious creative activity of a person and its interpretation. Accordingly, the memes based on certain factual information and its documentary confirmation are actualized by social consciousness, social memory - individual and collective - depending on specific needs and conditions. The conscious nature of the memes functioning in society is manifested in the ability to enhance one or another modality to achieve a positive effect.

The lawfulness of comparing genes and memes as the units of replication of genetic and cultural information is actualized in the current conditions of semantic warfare, information warfare, when the struggle takes place in the plane of competition of civilizational values, self-consciousness of a person and nation (Table). In these conditions, the attributes of indestructibility and replication bring cultural information containing a powerful documentary and factual resource to the forefront of social life in any dimension - personal, national, and international.

Creation of meme complexes, united by a certain super task, generalizing idea, is accompanied by a synergistic effect from the influence of each of the memes. That is why the information created and distributed using multimedia technologies will have the maximum psychological appeal, exercising psychological influence on all modal channels of sensation: visual, auditory, kinesthetic, discrete. Therefore, perception, which forms the subjective picture of the human world, reveals a high level of efficiency subject to the activity of a complex of memes containing the senses-stimuli of all sensory systems (visual, auditory, kinesthetic), as well as a discrete modal channel of perception - logical.

Conclusions. Communication processes are the basis of the dissemination of memes, which influence not only the formation of the way of thinking, worldview, but also determine the behavior of the recipient. This combination of cognitive and behavioral meme replication resources results in the successful application of many techniques of neuro-linguistic programming in conditions of semantic, informational warfare. Each of the methods involves the presence and use of profound knowledge and the ability to masterly and professionally interpret them. The variability of interpretations of this information is determined by the purpose, tasks of participants in communication processes. The component of factual and documentary information is the core of this knowledge, fulfilling its basic functions: to be the proof, the confirmation, the argument. This component transforms simple text into a tool for persuading the audience and gaining an edge at all levels of human behavior and communication.

Comparative characteristic of genetic and cultural evolution

Criteria	Gene	Meme
Evolution type	Genetic evolution	Cultural (non-genetic) evolution
Nature of development	Gradual, slow development	Progressive, rapid development
Features of rhythmicity	It can occur through a series of short bursts, separated by periods of stability	It can occur through a series of short bursts, separated by periods of stability
Environment of stay	Cell, human body	Cultural information
Distribution medium	Gene pool	Meme pool
Distribution method	Reproductive process	Cognitive and communication processes, imitation
Replication unit	DNA molecule	Art, architecture, technology, equipment, fashion, ceremonies, customs, idea, scientific theory
Viability	Human genes can be immortal, but their combination in a single person is unique	The life of a separate meme can be short-lived, but meme complexes that represent the world culture live for millennia
Competitiveness	Natural selection from the opposite alleles for the same place in the chromosome	Competition with memes-"rivals" for the time when memes can capture the human brain
Complexity	Coadaptive gene complexes - combinations that determine somatic and physiological signs in animals, ensuring viability of the species in the natural environment	Coadaptive meme complexes - combinations of memes, the coupling of which is due to the generalized idea, and is accompanied by a synergistic effect from the influence of each of the memes

By simulating the effect of communicational interaction, which is expected to be achieved through the dissemination of interpreted content in social communications, the dynamics of the mechanism of communicational interaction between the media and the audience should be taken into account. The purpose of the communicational interaction strategy, which is based on the transmission of cultural information from the communicant to the recipient through the information channels (mass media, social networks), is considered to be the expected change in the vector of personal characteristics of an individual (axiological priorities, behavior, psychological guidelines), which is designed to achieve effective influence on public consciousness. The phenomenon of communicative interaction between the media and the audience is at the borderline position. It is at this stage that the information product, created due

to the purposeful efforts of the entire intellectual, creative, material, technical, economic, personnel potential of the mass media, interacts with the philosophical and psychological, intellectual, moral, ethical, and creative needs of the audience. The result is a change in the behavior or the state of consciousness of the audience. The choice of the correct communicative interaction strategy, which involves the presentation of an information product with the correct, psychologically weighed use of factual and documentary information, allows predicting a significant information impact on the information consumers. While developing the psychological aspects of the strategy of communicative interaction between the media and consumers of information, it is appropriate to take into account the probability of the emergence of the effect of cognitive dissonance.

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