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The role of mass media in the social orientation of the masses and social management

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Abstract

Relevance. The relevance of the issue of the role of mass media in social orientation and social management remains acute in view of the rapid development of information technologies and the rapid spread of social media.

Purpose. The purpose of this study was to outline the modern place and role of mass media in the changing media environment, to show new phenomena and trends in the development of social media in order to identify niches in the information space where social media coexist with mass media.

Methodology. The following methods were used for research — hypothetical-deductive, analysis, synthesis, etc.

Results. The study showed that mass media, using modern information technology, continue to be an important source of current information, sharing this niche with social media. With the quantitative growth of social media in the news stream, their secondary function is observed in relation to socially significant issues that are asked in the mass media. The spread of social media contributes to the establishment of equality of information providers and consumers as subjects of the media process, as feedback and influence of information consumers through providers (mass media and social media) on the formation of the agenda develops. The use of dialogic communications in organizations contributed to the improvement of the effectiveness of the organizations themselves, as well as increased the responsibility of organizations for their position on current social issues, which is demanded by real and potential consumers of their goods and services through social media.

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Conclusions. The practical significance of this research lies in identifying the priority characteristics of mass media (reliability of information, coverage of topics relevant to society, competence in presenting information, orientation of information to the development of society) in the formation of social orientations of the population in comparison with social media.

Keywords: media communications; media manipulation; social media; public opinion; organizational communications; social management.

Introduction

The development of information technologies and the spread of social media, which arose on their basis, raises the question – what is the role of mass media in this media environment, which has been actively formed during the last 10-15 years. In order to understand the current situation in the media environment, it is necessary to determine and define the main characteristics of social media as a new phenomenon that competes with mass media in providing information.

At the same time, it should be noted that social media, as interactive Internet platforms, work in a dialogic mode of information transmission (i.e., many sources to many recipients), while traditional media work according to a monologue model of transmission (i.e., one source to many recipients).

In social media, information is distributed using Internet platforms designed for the mass distribution of content created by users themselves, and anyone can be an author, unlike traditional mass media, where the authors are a pre-selected and limited circle of people. In addition to social networks, social media also include blogs (in particular, stand-alone, blog hosting, microblogs, etc.) and content hosting (photo services such as Instagram and flickr, video hosting such as YouTube, hosting for slides, documents, music — slideshare, scribd, soundcloud etc.).

Internet media that are not intended for mass publication – e-mail, instant messaging services – are not considered social media [1]. “Social networking and social media are overlapping concepts, but social networking is usually viewed from the perspective of users creating communities among themselves, while social media is more about using social networking sites and related platforms to build an audience” [2]. At the beginning of 2023, the most popular social media were Facebook (2.96 billion users), YouTube, WhatsApp, Instagram, WeChat, TikTok [3].

Today, social media is a source of news for almost half of the population of developed countries, especially young people, and influences their social and consumer preferences, as well as social behaviour [4].

The main goal of this work is to research development trends and outline the modern place and role of mass media and social media in the modern media environment, to identify niches in the information space where social media coexist with mass media, as well as priority tasks of social orientation, which remain the prerogative of mass media even in new conditions.

This study was based on the hypothesis that mass media, even in new technological, market and social conditions, play an important role in the formation of public opinion as a focal element of the information flow, which is formed through interaction in the media environment between the public and political actors regarding the formulation of a common position in the

decision important issues [5; 6]. Although the mass media has somewhat yielded to social media in the delivery of current news during this time, news published in the mass media is still considered more reliable, and the topics of information materials are more worthy of the attention of the public than that news that is distributed by social media [7]. It refers to that part of the information flow in social media, which is not a rebroadcast of news from mass media. This happens thanks to the editorial filters of the credibility of news and the editorial policy of providing information, which is formed both on the basis of citizen requests and on informing citizens on issues that go beyond their everyday interests, but are, in the opinion of the editors, important for society [8].

Achieving the main goal of this research involves outlining and performing tasks related to the analysis of trends in the development of the media environment in order to correctly understand the current position of the mass media in it and likely changes in it in the future. The implementation of social media in various spheres of human life, a description of their methods of influence on the formation of public opinion and people's behaviour were analysed on the basis of research by F. G. Neuner et al. [9], J. Muhamad et al. [10] and others. It should be noted that most of these studies contain the results of primary analysis of various surveys and sociological studies.

Research devoted to the use of mass media and social media in the information war, which has been massively waged by the Russian Federation (RF) against Ukraine [11] over the past ten years, and methods of countering information aggression should be highlighted separately. Researchers note that the main goal of information attacks of the Russian Federation is to take control of the formation of public opinion in order to destabilize society [12] and the destruction of the existing value system in Ukrainian society [13]. Large-scale information warfare using the capabilities of digital technologies is a new phenomenon and requires special study to develop effective methods of countering information attacks.

The presence of numerous primary analyses of the results of surveys and sociological studies in scientific sources indicates that at this stage of research on the coexistence of mass media and social media, there is a collection and accumulation of empirical data. Such phenomena are characteristic of the stage of research, transitioning from empirical to theoretical, when generalized statements are formed, which, in turn, can become a starting point for further theoretical research.

The results of this research are formulated generalized statements, the main of which is the statement that mass media continue to play an important role in the social orientation of the public, providing information guidelines for forming the agenda of public dialogue. The priority characteristics of mass media in the formation of social orientations of the population revealed in the research

process, compared to social media, can serve as practical recommendations for the formation of editorial policy of mass media.

Materials and methods

The research uses various materials of the modern development of the media environment, supported by surveys and sociological studies. Materials on the spread of manipulative technologies in the media environment were also used.

The starting point in this study was the hypothetical-deductive method, where the main hypothesis was that in the conditions of the rapid development of social media, mass media did not lose their leading role in the media environment in the formation of public opinion. It was this hypothesis that was tested in various aspects of this study.

Analytical methods, systematization, and induction were also applied in the research process to generalize its results. The use of analytical methods made it possible to identify key issues in scientific sources and systematize scientific sources thematically to determine the place and role of mass media in the modern media environment, in influencing the social orientation of the population as follows.

The study of S. Iyengar and D. S. Massey [14], M. Puppis and H. Van den Bulck [15], D. L. Wilcox [16], R. Luttrell and A. A. Wallace [8], C. Li and M. L. Kent [17], A. Rusyniak [7], L. A. Lyapina and O. S. Lyapina [5], O. M. Shelyukh [18], A. V. Matrunych [19], O. Rosinska et al. [20].

The second group of studies concerned new phenomena in the media environment. These are the works of M. A. Cacciatore and J. Meng [21], G. S. Dhanesh and G. Duthler [22], R. Dolan et al. [23], D. Kim and Y. J. Ko [24], G. Z. Martynovska [25], M. M. Brailovsky et al. [13], B. Kalinichenko [6], A. Mishchenko and V. Teremko [12], O. V. Prudnykova [11].

The third group of studies is dedicated to the primary analysis of surveys and sociological studies regarding the study of information consumers, the influence of information on their behaviour, etc. They are reflected in the works of S. Iyengar and D. S. Massey [14], F. G. Neuner et al. [9], J. Kleinnijenhuis et al. [26], P. Barbera et al. [27], M. Puppis and H. Van den Bulck [15], H. T. Vu et al. [28], T. L. Dixon [29], G. S. Dhanesh and G. Duthler [22], M. A. Cacciatore and J. Meng [21], D. L. Wilcox [16], E. Ortiz-Ospina [4], N. Zykun et al. [30].

The fourth group of studies prioritizes the study of manipulation technologies and ways of conducting modern information wars. This issue has become acute in connection with the large-scale information war of the Russian Federation against Ukraine, therefore, among the studies, the works of Ukrainian authors should be singled out, in particular O. M. Shelyukh [18], A. Mishchenko and V. Teremko [12], B. Kalinichenko [6], O. V. Prudnykova [11], M. M. Brailovsky et al. [13].

The use of analytical methods of comparison and analogies in the study of each of these groups of scientific sources made it possible to identify a number of characteristic features, which were later formulated into generalized statements about the current state of the media environment and the role of mass media in influencing the

social orientation of the population using the induction method. This is reflected in the results of the study.

Results and Discussion

The place and role of mass media and social media in the modern media environment

Studies of the media space in scientific studies of the last ten years have largely been grouped around the issues of changing the media environment, the influence of mass media and social media on the formation of public opinion, the peculiarities of the formation of business (corporate, professional) media and their role in social management. These studies touch on a wide range of issues and contain both reviews of theoretical works and empirical data on the influence of the media in social management.

The problem of the place and role of traditional mass media and social media in the media environment continues to be acute. Important in this context is the book by R. Luttrell and A. A. Wallace [8], which analyses the structure of the modern media environment, the types, and impact of social media on various sectors of public relations, the presence of traditional and niche media in social networks, as well as the influence of each type of media environment on the formation of society's agenda. Regarding mass media, the researchers conclude that traditional mass media continue to play a leading role in shaping the public agenda, influencing the formation of public opinion, focusing public attention by highlighting socially important issues. Similar conclusions are also reached by A. V. Matrunych [19], B. Kalinichenko [6], L. O. Danylchuk and Y. M. Mazur [31].

The work of S. Iyengar and D. S. Massey [14] shows the evolution of the media environment using the example of its development in the USA, where the impetus for the development of new media technologies took place. This applies to the forms of providing information (for example, in the form of conversational studios, where direct participants participate in the discussion, and later in social networks) and ways of transmitting information – via cable networks, wireless radio, the Internet. Thus, in the 1970s, there were 1745 daily newspapers in the USA with a total circulation of about 62 million copies. However, reliable factual coverage of events was dominant in two news services (Associated Press and United Press International), as well as several well-known newspapers, such as the New York Times, Washington Post, Wall Street Journal and Los Angeles Times. Time, Newsweek and US News magazines and World Report published weekly digests of national and international news. Three corporate television networks (ABC, CBS, and NBC) dominated television news. In the 80s, cable television and talk radio appeared. The response to the development of information technology was the abolition in 1987 of the fairness doctrine, which did not apply to cable channels. Since then, radio and television broadcasters have been freed from the need to report news in an honest manner that is factual. Since the 1990s, the Internet has also become the main supplier of news and information. Moreover, as the researchers note, a number of publications from the pre-Internet era have maintained their mainstream positions by creating their own websites. This is New York Times, ABC, Washington Post, Time, Wall Street Journal. Researchers focus on the fact that the rapid flow of information, often without sufficient

verification of its authenticity, leads to fragmentation and deep polarization of society, which are gaining threatening manifestations. Examples of such polarization on the basis of allegiance to one of the main political parties are manifestations of deep social divisions on this ground, which are formed in part by manipulative information in the mass media and social media. As shown by the studies given in the work of S. Iyengar and D. S. Massey [14], most popular conservative site Fox News publishes 59% of unreliable or insufficiently reliable information, and the most popular liberal site, CNN – 27%. Both of these figures are quite high for national-level news web resources. However, the preservation of the popularity of the above-mentioned traditional mass media with the reputation of providing reliable information in print, television or radio broadcasting or through electronic networks indicates the preservation of society's demand for obtaining reliable information from information sources with an honest reputation. It is they who provide society with true guidelines in the formation of public opinion on various topical issues. Social media, despite their quantitative advantage, largely play a secondary role, multiplying information with positive or negative connotations which is important for reputable media. Therefore, the mass media, as an institution of civil society, have retained their importance.

In his article, A. Rusyniak [7] writes about the preservation of the important role of traditional mass media in the media environment in the formation of political consciousness, identity, culture, and values. He notes that the development of information technologies has shifted the focus of attention to the so-called convergent means of mass communication. At the same time, traditional mass media associated with text (newspapers, magazines), audiovisual series (radio, television) have shifted to secondary positions. However, he rightly notes that all traditional mass media are also undergoing the process of digitalization, expanding their communicative environment, and maintaining their place in the media environment in new technological conditions. Justifying the importance of traditional mass media for the formation of common values, the acquisition of common human experience and mitigating manifestations of the polarization of society, A. Rusyniak [7] refers to the works of American researchers J. Lall and G. Lasswell, who advocated the importance of mass media as a means of mass organized social communication in the development of consolidating values in society. This is possible under the free democratic conditions of their existence and their formation of positive content aimed at the development of man and society as a whole.

The formation of public opinion is emphasized in studies by N. A. Hromadska and Yu. D. Davydenko [32], L. M. Pysarenko [33], F. G. Neuner et al. [9]. It is the positive aspect of media influence, according to N. A. Hromadska and Yu. D. Davydenko [32], is that the received new information expands a person's world-view, contributes to the formation of general and political culture, makes it possible to objectively evaluate events, consciously make decisions in a particular situation.

Therefore, all the analysed works allow concluding that traditional mass media have not lost their importance in the media environment and continue to play a key role in

shaping public opinion on socially important issues, influencing decision-making. This confirms the main hypothesis based on this study.

Public opinion as an object of influence of the media environment on the formation of social landmarks and the method of social management

Concentrated public opinion can be characterized as a manifestation of social consciousness, which reflects the attitude of large social groups to topical issues of public interest [34].

More detailed characteristics of public opinion, which provide the key to understanding its meaning and the influence of mass media on it, are contained in the study of L. A. Lyapina and O. S. Lyapina [5]. They believe that public opinion appears only in relation to issues significant for society or community and depends on its social orientation, importance, competence of its formulations and the intensity of their dissemination. Just the intensity of distribution depends on the attention of the media. Public opinion is formed under the influence of the statements of a group of people united by a common interest, and is their collective judgment regarding the assessment of events and phenomena. It begins to form when some events or phenomena attract people's attention. If there is no attention of people, then there is no public opinion. However, increased attention to an issue means that there is some inconsistency in the legal system that needs to be addressed. By forming public opinion, the society, or community gives a signal to the authorities to include these issues in the agenda for making management decisions. Thus, public opinion in a democratic society becomes an element of decision-making.

The mass media have the means to draw people's attention to current issues, have qualified journalists and engage experts to competently formulate positions on these issues. That is why they retain their key role in shaping public opinion and, accordingly, the agenda of governing bodies at all levels.

Similar conclusions about the influence of public opinion on the formation of the agenda of public administration bodies in democratic societies are contained in the works of P. Barbera et al. [27], M. Puppis and H. Van den Bulck [15], J. Kleimijenhuis et al. [26], L. O. Danylchuk and Y. M. Mazur [31], A. O. Lysyy [34], K. R. Moroz [35], A. V. Matrunych [19] and others.

The analysis of these and other studies allows us to assert that with the emergence of new channels of information transmission, mass media began to actively use them and provide, together with social media, the process of social communication. In this process, there is a certain convergence of them with social media, and not opposition, as was predicted at the beginning of the introduction of the Internet. This is the peculiarity of mass media functioning in the modern media environment.

With the development of the technological level of social communication channels from letters, telephone to the Internet, the nature of interaction between the communicator (information provider) and the audience is also changing. In the initial stages of mass media development, the communicator provided information, and the audience received it. Communication between them was mostly passive. The formation of public opinion takes

place depending on the content of the information provided by the communicator [30]. The feedback was not very influential in shaping the public position on the discussed issues. The emergence of the Internet, the transition of traditional mass media to digital formats and the emergence of social networks created a new character of relations between communication subjects – the equality of communicators and recipients of information. Accordingly, in sociological studies of social communications, various characteristics of the behaviour model of subjects are used. In relation to the pre-digital stage of information transmission, as a rule, the linear model of H. Lasswell dominates, and in relation to the modern stage of the development of information technologies – the interactionist model of T. Newcomb.

One of the examples of research on the presentation of accurate information in media content, the ability of citizens to follow it and react to it, is the analysis of the influence of the mass media on the formation of public opinion regarding US defence spending and the impact on the volume of these expenditures [9]. Researchers analysed the results of content analysis of more than 600,000 articles in the *New York Times* and *Washington Post* from 1980 to 2015, as well as survey data from two national sociological services, ANES and GSS, using different models. The study showed that people who spent more time receiving media signals on this issue (reading newspapers, watching TV news) had a more sensitive perception and were able to give an assessment of the change in defence spending during the survey. Whereas, people who received media signals sporadically could not make an assessment on this question. Taking into account the irregularity and fragmentation of the coverage of this topic in the two investigated newspapers, the irregular attention of readers to it, the incompleteness of the researched information, the result of the analysis was the conclusion that there is a direct connection between informing citizens through the mass media and the formation of public opinion (in this study, with specific question).

Dutch researchers J. Kleinnijenhuis et al. [26] showed the combined influence of mass media and social media on the formation of public opinion and political choice in the national elections of 2017. The analysis was carried out on the course of the popularity of the seven largest political parties according to the data of sociological studies conducted every two weeks. The survey included a question about the respondent's self-selected sources of information, and the percentage of those who received news only through social networks was small. The results of the study showed that changes in the perceptions and sympathies of voters were influenced by the mass media due to the effect of combining in the latest news about the parties four types of news – informing about positive events in the real world, attacking the other side, defending or emphasizing problematic positions, statements about successes and failures parties while minimizing news of a directly opposite nature. Voters were mostly interested in news about parties' positions on problematic issues, news about support and criticism of parties, and news about their successes or failures. News about the improvement or deterioration of conditions in the real world did not significantly affect the perception of the activities of all active parties. News about the party's successes and

failures, as well as communication between political leaders and voters on social networks, had the strongest impact. In general, it is concluded, which follows from the analysis of the structure of information flows, that mass media (newspapers, television) have a strong direct influence on the voter, setting the main trends of perception. While the multi-stage flow of information in social media affects users indirectly and has a corrective nature.

The presented results only confirm the initial hypothesis of this study, that in today's world, with the wide spread of social media, the mass media continue to play a leading role in influencing the formation of public positions of people's life activities.

The relationship and mutual influence of politicians and the public on the formation of the agenda is shown in the works of P. Barbera and A. Casas et al. [27] and M. Puppis and H. Van den Bulck [15]. Justifiably, the media is a crucial tool used by both politicians and the public. Contributors are interested in having their priorities covered in the media, which, in turn, are interested in covering issues close to the priorities of their audience. Such approaches are decisive factors in determining media content. In addition, mass media can proactively attract the attention of both the public and politicians, influencing both public opinion and the political agenda. They highlight and raise the relevance of issues that politicians must address and those issues that are important to voters and to which politicians must respond. These studies point to the decisive role of mass media in the formation of certain policies, as means of communication between the public and politicians, and as participants in this communication. Both the results of policy implementation on a certain issue and the process of its formation are important. It is influenced by the existing media policy, which reflects the relationship between politicians, the public and the mass media.

The factors affecting the formation of the public agenda through the implementation of media policy are considered in more detail by H. T. Vu et al. [28]. As a result of data analysis for sixteen countries of the world, they found that factors such as age, education, housing conditions, political ideology, freedom of the media, and indicators of economic development, which differentiate the determination of priority content and the effectiveness of media influence, have the greatest media influence on the formation of the public agenda. in different countries. For example, poverty will be a priority for countries trying to overcome it. Where the level of economic development and social freedoms is high, post-material values become a priority. In the countries of Africa and Latin America, freedom of speech is insignificant and is not a factor that significantly affects the formation of the agenda. Despite all the differences in the influence of various factors on its formation, it turns out that in all countries traditional mass media have the greatest influence, although their overall influence has somewhat decreased compared to the pre-Internet era.

The active role of the public in social processes increases the significance of the formation of public opinion “in determining the strategic goals of politics and social management” [25].

Media stereotypes and manipulation technologies used in the media environment as ways of programming behaviour

The influence on the formation of public opinion can be different, including manipulative, up to turning into information wars of various scales. Counteraction to manipulative informational influences is possible under the condition of independence and freedom of speech in the mass media, compliance by the mass media of the media policy of truthful and unbiased coverage of events, and the activity of citizens and groups on social media to prevent manipulative technologies in the information space.

The victory in the presidential elections in the USA of D. Trump, who used in the public sphere media stereotypes directed against Latin Americans, African Americans and Muslims, drew attention to the influence of media stereotypes, as part of media content, on people's behaviour, making it harmful to democracy in the country and dangerous for some citizens. A study of the media context regarding Latin Americans, African Americans, Native Americans, Asian Americans, and women was carried out by T. L. Dixon [29]. His research confirmed the conclusions of other scientists that even a one-time indirect exposure to a certain stereotype in the media activates the cognitive connection between a stereotypical trait and a certain social group. The long-term influence of certain stereotypes through the media forms a stable connection between a stereotype and a social group, forms among the consumers of these stereotypes groups that perceive these stereotypes as an existing real connection (for example, the stereotype Muslims = terrorists), and support those organizations and those politicians who repeat these media stereotypes. This study is very important in the context of studying social behaviour programming tools. In particular, the assertion that the use of negative media stereotypes in mass media and social media leads to the fragmentation of society and creates barriers between different social groups is derived from it. The use of manipulative technologies can lead to tragic results.

Cultivation and replication of certain information content standardize and stereotype social requirements, behavioural and ideological norms [36]. It is important to understand the mechanism of manipulation technologies to determine the types of manipulation of information used by mass media. This is a "spiral of silence", when a person refrains from expressing his views or preferences, if they cannot be supported by the majority. The "sandwich" technique is when negative information is included in positive content about positive events or phenomena, neutralizing the positive effect, or vice versa, positive information is included in negative content to reduce the negative effect. The spread of illusory ideas that are taken for granted create social myths. Creation of informational reality by not informing about facts or events, but their interpretation. Standardization of structured information, its scale and repeatability, which creates stereotypes of both information perception and people's behaviour. Emotional resonance, when emotionally strong information removes a person's possible psychological protection against propaganda so that the content of propaganda content affects a person beyond his conscious control [36].

The use of manipulative technologies by all types of Russian media in the information war against Ukraine

The widespread use of negative media stereotypes about Ukrainians, the massive use of manipulative technologies in mass media and social media has been taking place over the last ten years by all media outlets of the Russian Federation, which is waging a large-scale information war against Ukraine. In this war, the "language of hatred" [18] is widely used, denying the right of Ukraine and Ukrainians to exist. Therefore, those Russians who watch their television or use their social media sector pay attention to the same events, give the same arguments, are equally confident in their right to kill and commit genocide against Ukrainians, and equally hate Ukrainians. These stereotypes are so deep that even those Russians who express sympathy for the Ukrainians in this war look at them condescendingly, because the main stereotype of Russian imperialism touched them all. The Russian Federation's use of manipulative information technologies requires a deep study, and the tragic consequences of their use should entail the responsibility of manipulators, both customers and performers.

However, the study of the phenomena and methods of the Russians' information war against Ukraine has already been reflected in the works of Ukrainian researchers. So, A. Mishchenko and V. Teremko [12] draw attention to the fact that in the conditions of the Russian-Ukrainian war, the Ukrainian mass media remain the main means of vertical interaction between state authorities and society. They also emphasize the specifics of this war, when the active military actions of the Russian Federation are combined with the active use of information warfare tools against Ukraine. Moreover, if earlier the press and other mass media reflected military actions, now through the Internet platforms of traditional mass media and social media, the Russian Federation brings overt or covert propagandistic content to broad sections of the population, which can incite wars and conflicts.

In the conditions of an information war, public opinion becomes the main object of an aggressor's attack. Moreover, the aggressor uses information technologies both against the people of the designated enemy and against his own people [6]. The researcher rightly focuses on the fact that establishing the aggressor's control over the process of forming public opinion in the attacked country undermines its rear and reduces the ability to resist aggression.

In particular, the aggressor seeks to form public opinion in the country-object of the attack, which is destructive in relation to the existing system of values in this society, to the symbols that form the nation, as a statist form of existence of the people [13]. Destructive information content distributed in the mass media and social media becomes a real information weapon, an important factor that affects the beginning of the war, its course and outcome. The information war against Ukraine was well planned and organized by the Russian Federation, taking into account the psychological characteristics of Ukrainians, with the aim of dividing society, weakening the stability of resistance to aggression, and influencing the decision-making process. The key issues in this information war were the revision of the history of Ukraine, the collapse of the USSR, interfaith relations, as

well as disinformation about the European Union, NATO, the Ukrainian government, the course of military operations, etc. At the same time, they were looking for informational reasons for the formation of public opinion necessary for the aggressor. The special services of the Russian Federation, pro-Russian forces in Ukrainian society (including pro-Russian political parties and the UOC of the Moscow Patriarchate), pro-Russian politicians and public figures of some countries became active participants in the information war against Ukraine. In addition, the distribution of the required content is under the control of the special services of the Russian Federation. They form groups of journalists who have clear instructions for submitting anti-Ukrainian information to the mass media of the Russian Federation, Ukraine, and other countries. To work in social networks, their agency created many pages, and for more massive pressure on public opinion, entire Internet troll factories were created. Some methods of conducting information warfare against Ukraine are highlighted in a secret report of the Russian Main Intelligence Directorate of the General Staff of the Armed Forces, published by The Washington Post. Large-scale information warfare with the use of digital technologies is a new phenomenon, therefore, knowledge of its mechanisms is important for building countermeasures against information attacks.

Ukraine's response to informational aggression by the Russian Federation can be characterized as follows. The low institutional capacity of the state led to a close connection of the mass media with political parties and, together with them, with financial and industrial groups. This leads to problems with the level of professionalism and journalistic ethics of mass media representatives, which results in inefficiency in covering events, which reduces the effectiveness of countering the aggressor. These gaps are filled by social media, where volunteer groups (for example, InformNapalm), public projects (for example, Stopfake), bloggers, socially significant individuals have taken on the main burden of repelling information attacks of the Russian Federation. The blogosphere has become a kind of "battlefield" in this information war. Ukraine's experience in countering Russian information aggression, where manipulative information technologies are complemented by methods of social engineering, needs to be studied in order to counter information attacks in other countries as well.

Organizational communications as a new tool of social management

In the last twenty years, organizational communications, as a type of social communications, appeared and developed in the media environment. They have become a new tool of social management at the level of organizations or certain social and professional communities and are closely related to social structures, creating a certain microcosm, but as they develop, they often go beyond it [10].

Subjects of organizational communication can include scientific, public and professional communities aimed at the operational exchange of opinions in the joint solution of scientific or practical problems. The academy can serve as one of the examples of Neurologic Communication Disorders Traumatic Brain Injury Writing Committee, whose scope of research includes research on the

importance of the role of social communications for medical purposes for the rehabilitation of patients with traumatic brain injuries [37].

Other subjects of organizational communications are communities of employees of business structures. Since the time of the industrial revolution, employees were considered part of the functioning mechanism of the enterprise and were exclusively the object of management. The trend towards the need to humanize human relations in the business sphere became noticeable at the end of the 19th century. Research conducted in the 20s and 30s of the 20th century (Hawthorne studies) showed that managers' attention to people's needs through motivation, job satisfaction, and an open management style can increase labour productivity [10]. Since the 70s of the 20th century, there has been a breakthrough in the approach to the functioning of organizations. They began to be considered as a living organism, where all parts must interact and problems in one unit can affect the work of another unit and the work of the organization as a whole. These problems can often be found in the plane of human relations. Further studies, the results of which began to be actively implemented, were aimed at the team nature of work. The study of the work of teams that worked in particularly dangerous environments and unforeseen situations (firemen, workers of nuclear power plants, emergency medical teams, etc.) showed that a team of jointly motivated and psychologically close professionals can achieve much higher results than it follows directly from their job duties. Today, organizational communications play a significant role in the formation of such teams in organizations in various spheres of activity.

It should be noted that thanks to social networks, a new tool has appeared in strategic communication (communication that affects decision-making) – strategic communication of influential persons [38]. This communication takes place between entities external to the organization, who are popular in social media and have established a significant number of contacts with members of the organization (community), by creating or distributing content through interaction on social networks. Bridging the barriers between personal online interaction and publicity, combining valuable and commercial content, such influencers can work with the organization as partners, or can act as independent critics, influencing public opinion and the decision-making process.

Interesting in this regard is the study conducted in the UAE by G. S. Dhanesh and G. Duthler [22], regarding the influence of influencers involved in marketing in social networks on the behaviour of network users and the purchase of the organization's product. To build strong relations with the public, in their opinion, it is enough to build transparent relations of the organization with influential persons in social networks. Transparency means that paid indirect advertising or sponsored content should not be hidden. In the UAE, 94% of PR practitioners recognize the importance of influencer marketing for their brands, and 49% work with local social media influencers to promote their brands. The results indicate that the recognition of advertising does not have a direct dependence on the "influencer-follower" relationship, but has a positive effect on purchase intentions and the transfer of eWOM information (electronic word-of-mouth).

Awareness of paid support has a positive effect on the influencer-follower relationship, but is not related to eWOM and purchase intentions. Marketing technologies are also used in other areas, so they should be taken into account.

The formal and informal use of social networks, the creation of discussion groups in them for the exchange of professional information contributes to the effective involvement of intangible assets of the firm through the dissemination of knowledge, which creates additional competitive advantages in the market [39-42].

The emergence of digital technologies and the Internet gave a start to an active dialogue between organizations and the public, without passing through the media filters. Also, these technologies contributed to the development of dialogic communication in the field of marketing. Conducted by M. A. Cacciatore and J. Meng's [21] analysis of a global survey of communication practitioners from 20 countries in Europe, America, and Asia aimed to identify parameters of public relations effectiveness for organizations and businesses. They drew attention to the importance of non-financial indicators (reliability, trust, reputation, confidence) in determining the value of public relations, their relationship with organizational goals and performance. Non-financial indicators, combined with financial ones, can become attractive factors for potential shareholders, which will influence their decision to invest money in this particular organization. Media coverage of the organization, its competitors or customers is the main direction of the organization's relations with the public in all the studied countries [43; 44]. In a number of European countries, the participation of their communications leaders in strategic decision-making is also positively evaluated.

Despite the fact that organizations invest in social media development, they do not always understand how social media content affects the acquisition of new users. Research by R. Dolan et al. [23] addresses the influence of social media content on the behaviour of social media users. They concluded that rational appeals to users are more conducive to active user interaction than passive. Whereas emotional appeals tend users to passive interaction.

It is worth noting that corporations are increasingly announcing their values through social media. The positions of corporations on socially important issues have become an influential tool for shaping public opinion [45]. This is the result of a dialogue between corporations and the public, which is influenced by the 24-hour flow of news and discussion of current issues in the media, reinforced by discussion in social networks. Accordingly, the public is increasingly beginning to demand that corporations take a clear position regarding certain topical issues [16; 46]. The author gives an example of the analysis of a survey by the Edelman company Worldwide eight thousand consumers and 32 thousand mobile responses in Brazil, USA, Great Britain, Germany, France, China, India, and Japan. The results of the survey showed that there is more trust in business than in government in all countries except China. With this in mind, corporate leaders must be very careful in their public statements and ensure that the corporation's actions are in line with the corporation's stated values. In the conditions of dialogic communication and the

development of social media, inconsistency can negatively affect the business position of the corporation [47]. For example, Google, Bank of America publicly supported the need for climate change legislation while at the same time funding political parties and candidates who opposed such legislation. The fact gained publicity in the mass media and dealt a reputational blow to these corporations. This shows that not only corporations can influence the behaviour of consumers, but also consumers, becoming an equal participant in the social dialogue, can influence the behaviour of corporations.

Expanding the spheres and scales of social media distribution and the task of studying them at the current stage

Social media has touched all spheres of human life. They promptly inform and facilitate assistance in crisis situations [40]. The exchange of information in social networks becomes a tool of social communication in conditions of lack of information from other sources. Virtual reality technologies are becoming increasingly important for the sports media industry, which is also present in social networks. They give the consumer a unique experience of immersion in the events of the competition, and are a new model of sports media consumption [24; 48].

Social media is a relatively new phenomenon in the media environment, which is spreading rapidly. If in 2005, only 5% of American adults used social media, then in 2019 it was already 79%. In the global dimension, the speed of their spread is breakneck. So, in 2008, Facebook users were about 1.5% of the world's population, and in 2018 their number increased to 30% [4]. Research shows that young people use social media the most. In the countries of the OECD (Organization for Economic Cooperation and Development), as the most economically developed, users of social networks among young people make up to 90%. About half of them go online almost constantly, and more than a third get their news mainly from social media (US).

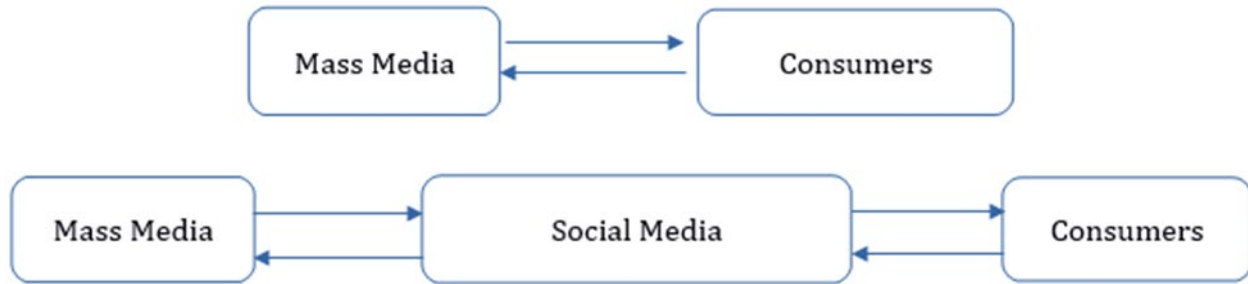
A review of research on social media, as a new phenomenon of social communications, shows that the process of accumulating empirical information about various aspects of their functioning and the primary analysis of the obtained data is currently taking place. That is, there is a preparatory stage for the theoretical understanding of this new phenomenon. The lack of a social media theory today is indicated by C. Li and M. L. Kent [17]. They consider the existing theories that are already used in building relations with the public (theories of dialogue, involvement, social presence, sociability, conversational human voice, parasocial interaction) and note the insufficiently deep level of abstract-theoretical understanding of this new phenomenon. They also note that the issue of creating a theory of social media is relevant and awaits its solution.

The question of the relationship and interaction of mass media and social media continues to be the most relevant. It is present in most of the selected works. In each of them, the hypothesis that mass media have not lost their social significance with the advent of new technologies and social media is tested from different angles. The change of information niches, the influence of mass media on public consciousness in comparison with social media and other

trends in the development of the media environment in connection with the emergence of social media are also investigated.

The analysis of these studies also showed that the development of information technologies affected the way information was transmitted by traditional mass media. They have created websites and secured their presence on social networks. The advent of social media has broken the media's monopoly on current news. However, news and other information provided by the mass media continue to be a social benchmark in assessing their importance for the

world, country or a particular region. The mass media draws attention to certain issues, it is picked up by social media, spreads and becomes the subject of a wide public discussion even among those who do not constantly receive information directly from the mass media [49-51]. That is, a two-level system of providing current information is being formed either directly from the mass media to its consumer (Figure 1), or information from the mass media to the consumer comes through social media as an intermediary (Figure 2).



Social media has a somewhat secondary role in this regard. However, the spread of social media provides ample opportunities for feedback, making their users equal participants in public dialogue alongside information providers. This accelerates the formation of public opinion and gives an opportunity to influence the mass media as information providers, as well as the formation of the agenda for solving socially significant issues. Feedback also occurs on two levels, both directly from the consumer of information to the mass media, and indirectly through social media.

The development of information technologies made it possible for the emergence of social media and the presence of mass media in electronic information networks. The consequence of this was a wide opportunity for dialogue between users of information and its providers, as well as between users. Constant dialogue is important for the formation of public opinion, as a factor in the development of the democratization of social processes.

For the formation of public opinion, especially in the field of strategic communications (those related to decision-making), the expression of opinions by influential persons in the mass media or their active presence in social media are important. Influencers are people who are popular in the media or social networks [52]. This is important when discussing socially important issues, as well as in the field of marketing when promoting brands through social networks. In the field of politics, an important factor in increasing the popularity of a politician was his personal presence in social networks [53; 54].

The accessibility of social media to the public, where every consumer of information can be its provider, creates fragmentation in the process of forming public opinion, which requires all participants in the information process to look for newer ways and methods to convey their information to the addressee, taking into account his needs and peculiarities of perception. When studying the reaction of consumers of information to its content, the country of residence, the economic condition of the country and the

consumer himself, his age, gender, education, belonging to one or another social group, etc. are taken into account as factors that influence the consumer of information.

Today, social media has covered all spheres of life from politics, science to business. Dialogic discussion of current issues in social media accelerates the possibility of solving them or gives business signals to improve the quality of goods and services. In addition, corporate networks within the organization provide an opportunity to quickly solve current work issues, contribute to the formation of a team style of work of the organization, and humanize management methods from the side of the organization's administration [55-57].

In extreme situations, when there is no information from other sources, social media can become an important, and often the only way to inform and save people [58]. At the same time, the development of social media carries a threat, since the information disseminated by social media users depends only on the subjective characteristics of the user and his level of self-awareness [59; 60]. The information presented in the mass media passes editorial filters regarding its reliability. The development of social media has given impetus to the widespread use of manipulative technologies that divide society. The multichannel nature of information delivery in social media has made them an attractive platform for conducting attacks in information wars [20; 61].

With the development of social media, there are issues of developing a theory of social media that would correspond to its current state, and regulating social media to prevent the spread of criminal content, on the agenda. This is already a question of a practical nature, which should also be based on the research of various aspects of social media.

The statements formulated above give a holistic vision of the modern media environment, the place, and role of mass media in it as a tool of social management. Increasing the level of generalizations resulting from these statements is the scientific novelty of this study.

All these statements are the result of the generalization of theoretical and empirical data contained in the analysed scientific sources. They increase the level of theoretical understanding of the role of mass media in the modern media environment and can serve as starting points for further research.

The practical significance of this research lies in identifying the priority characteristics of the mass media (reliability of information, coverage of topics relevant to society, competence in providing information, orientation of information to the development of society) in the formation of social guidelines of the population, which should be considered as a competitive advantage of the mass media in the media environment. They can become reference points in the formation of the editorial policy of mass media.

Conclusions

The analysis of the selected scientific sources carried out in the course of this research made it possible to make a number of generalizations. The most important are the following: the development of social media as a result of the spread of information technologies did not deprive the mass media of a leading role in shaping the social development agenda; Mass media proved to be able to master new technologies and remain in the media environment; presence in the electronic information space has made media dialogue with information consumers a permanent attribute of its activities. The desire to maintain a high level of reputation, as a competitive advantage in the information environment, prompts the mass media to provide the most reliable information possible, and the high level of qualification of mass media employees gives them the opportunity to cover those issues that are socially significant. So, thanks to this, the mass media not only respond to the requests of information consumers through a direct and social media-mediated feedback system, but also encourage consumers to discuss important issues from the point of view of editorial policy. And although the number of news consumers through social media is increasing, the role of mass media in shaping social orientations remains the leading one. Social media plays a secondary role in this regard.

Thanks to the editorial policy and requests of the public, mass media through electronic web resources select from the flow of events and phenomena those that have

social significance, and cover them in news and thematic articles. That is, they set certain social guidelines. This attracts the attention of the public and gives an impetus to the formation of public opinion, as the position of society on issues that require management solutions.

The development of technology contributes to an even more rapid and widespread development of social media, covering new areas and applying new technological and psychological methods. He made significant changes in the structural, technological and qualitative characteristics of the media environment.

Taking into account the rapid development of the social media sector, it is necessary to constantly conduct research on new phenomena in this sector, to make new measurements of public preferences and requests to analyse the dynamics of processes, that is, to continue collecting empirical material. Further generalizations along with tracking the dynamics of the development of processes in the media environment should raise the research to a higher theoretical level.

The generalizations made in this article based on the analysis of scientific sources, mainly devoted to the collection of empirical information and its primary analysis, are a step in the theoretical understanding of the processes that take place in the modern media environment and the role of mass media in it. They can become a starting point in further theoretical studies of these processes, as well as in the development of practical recommendations for the use of mass media in the process of preparing and making managerial decisions. The competitive advantages of mass media in the formation of social orientations of the population in comparison with social media revealed in the process of this research indicate in which directions the quality of the work of editorial teams should be strengthened. The determination of the mass media as the subject of providing information imposes greater responsibility on it and, in democratic countries, is one of the barriers to the spread of false or criminal content.

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Conflict of Interest

None.

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Роль засобів масової інформації в соціальній орієнтації мас і соціальному управлінні

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Анотація

Актуальність. Актуальність питання ролі засобів масової інформації в соціальній орієнтації та соціальному управлінні залишається гострою з огляду на стрімкий розвиток інформаційних технологій та швидке поширення соціальних медіа.

Мета. Мета цього дослідження - окреслити сучасне місце і роль мас-медіа в мінливому медіасередовищі, показати нові явища і тенденції розвитку соціальних медіа для того, щоб визначити ніші в інформаційному просторі, де соціальні медіа співіснують із мас-медіа.

Методологія. Для дослідження були використані наступні методи - гіпотетико-дедуктивний, аналізу, синтезу тощо.

Результати. Дослідження показало, що ЗМІ, використовуючи сучасні інформаційні технології, продовжують залишатися важливим джерелом актуальної інформації, поділяючи цю нішу з соціальними медіа. При кількісному зростанні соціальних медіа в новинному потоці спостерігається їхня вторинна функція по відношенню до суспільно значущих питань, які ставляться в ЗМІ. Поширення соціальних медіа сприяє встановленню рівності постачальників і споживачів інформації як суб'єктів медіапроцесу, оскільки розвивається зворотний зв'язок і вплив споживачів інформації через постачальників (ЗМІ та соціальні медіа) на формування порядку денного. Використання діалогових комунікацій в організаціях сприяло підвищенню ефективності діяльності самих організацій, а також підвищенню відповідальності організацій за свою позицію з актуальних суспільних питань, що затребуване реальними та потенційними споживачами їх товарів та послуг через соціальні медіа.

Висновки. Практичне значення дослідження полягає у визначенні пріоритетних характеристик ЗМІ (достовірність інформації, висвітлення актуальних для суспільства тем, компетентність у подачі інформації, спрямованість інформації на розвиток суспільства) у формуванні соціальних орієнтацій населення у порівнянні з соціальними медіа.

Ключові слова: медіа-комунікації; медіа-маніпуляції; соціальні медіа; громадська думка; організаційні комунікації; соціальний менеджмент.