

Media Communication Management: A New Trajectory

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Abstract—The fast-moving development of communication technologies is changing the platform of media functioning; it is transforming not only the content of the media signal, but also the form of its perception. The global acceleration of the characters and meanings translation affects the qualitative degeneration of the functionality of the media institutions, erases the boundaries, mixes them, and in some cases eliminates them. The potential of this movement intermediates a change of media management trajectory at both the state and individual levels. It establishes the phenomenon of super media.

Keywords—*media; communications; management trajectory; mass media management; digitalization; globalization; transformation of the information sphere; super media; media-noise.*

I. INTRODUCTION

Acceleration of social life today is the most important vector of sociogenesis. And the idea of "speed" becomes the principle of development, determines the formation of the habit of a contemporary personality. On the back of the communications acceleration, the control system of the communication flow is becoming more complicated at both the state and individual levels. Multitasking requirements are becoming more rigid, and the ability to multitasking is becoming a new stratification feature like property in the old days. The need to identify vectors of changes in communication capabilities and the search for mechanisms and methods of management or control over them is caused by the preservation of personal and state sovereignty and autonomy.

The network principle of the modern society organization shifts the focus of development to communications, and it generates the media communications traffic of globalization. In the scientific information sources, there are a huge number of definitions of media and media communications. The maximum integration of traditional mass media and new media creates the effect of super media, in other words the effect of the maximum diffusion of personality with a media

signal and the ultimate saturation of human living space with a media signal, or as it seems to us – with a media-noise, which is defined by us as an environmental factor, in which the dense signals of different media sources arrive in the background; they are independent of the response subject, and they are forcing his sensory system (the sense organs) to the reaction and interaction with media source automatically mobilizing the body's energy systems, in other words this is a contributing factor to the development of information (emotional) stress and anxiety. The media noise contamination is the degree of saturation of the person life space with media-noise, and it is determined by calculating the frequency and duration of stay in situations of noise, the ability of a subject to establish control over the source of information, the characteristics of the situation when the human is forced to consume the background media.

If we define media communication as a process of exchanging the information signal having a semantic meaning (not the signal by itself, but e.g., the singing of birds can also be considered as information), the process of translation and receiving of the message, in the broadest sense, using any facilities in any format (mass, group or individual), the media communications control should be interpreted as optimizing the impact on: 1) the actors in the creation and the transmission of the signal; 2) the perception subjects; 3) the delivery of meaning traffic, namely on the means and channels of translation, their technical and organizational aspects.

II. RESEARCH METHODOLOGY

Basing on communication theory, Cybernetics theory of Norbert Wiener and a mathematical model of Claude Shannon –Warren Weaver [1,2], as well as models of the communications act of Harold Lasswell[3], we can highlight the features of managerial influence on modern media communications. So, by the act of mass communication is understood a linear process of transmitting messages from the communicator to the object and the corresponding effect; the managing subject can influence the process of information

transmission, the message content, the activities of actors in media (e.g., with the help of regulation of mass media sources), the audience (e.g., by restricting access to information of certain social groups, children), the effect of a communicative act (e.g., misinformation, conviction of the fake news).

III. RESULTS

The unification of media channels continues under the influence of the transition of information to the digital format. Media communication promotes social adaptation and identification, but at the same time significantly affects the unification of personal characteristics of the perceiving subject. So, one of the new phenomena of media development is establishment of social patterns of media consumption. Communicative pattern stimulates media consumption in the background, at least in order not to fall out of the relevant social group, in other words not to become an "odd bird" (this motivation is especially relevant for teenagers). The prevailing social pattern of media consumption is nothing more than background consumption of audio and video signals. The formation of regularities of the General pattern of media consumption is conditional upon the increasing interaction with online information resources and the consumption of mass media messages, in which the constant consumption of media as a background is already the "standard" (norm) of the communicative pattern. The phenomenon of constant media consumption with the purpose of normalization of the environmental information space to the "standards" of traditional (and as a result comfortable) communication pattern strengthens the standardization of the pattern at the level of generations [4]. The danger of social media consumption pattern is observed especially in conditions of super media, in other words in conditions of the critical diffusion of process of media signal translation and cognitive sphere of the person.

According to the Reuters Institute report on the development of the media industry in 2019 [5], based on a survey of 200 leaders of the digital media industry, the following forecasts are marked out. The data source for forecasting for the coming year was:

1. Media platforms continue to fight misinformation, but herewith the communications are moving into closed networks and communities, where it is more difficult to track and control the information attack.

2. The attention focus is kept on news trust indicators and improved labeling which will help users to determine whom to trust.

3. Users fall into realizing how much time they spend online, and many of them will go off the social networks. There will be more instruments for "digital detoxification", and the attention focus will concentrate on "meaningful" content.

4. The growth of paid resources does not allow users to receive high-quality news, and the navigation in the Internet becomes more difficult. The irritation will grow this year, it will lead to the avoidance of the news agenda and the development of software that blocks paid content.

IV. CONCLUSION

Comparing the data of the media sphere analysis and the modern and classical theories of communication, it is possible to formulate vectors of change in the media communications management, including vectors of social control accumulating in the trajectory. The trajectory of media communications management by analogy with understanding accepted in dynamic programming is a value of a vector of the control parameters chosen at each stage of media communication process optimization. Adaptation of the existing instruments of government control to mega-high-speed media flows and «mediatization» of social life [6] means, firstly, identification of media potential factors, and secondly, introduction of the message into the translation cycle. Acting on the structural elements of media text exchange, the management subject, whether it is a social community or an individual, have to identify the circumstances of media traffic (place and time), the scheme of manipulation with the trust principle of audience to the media actor, the economic background of a particular message (marketing component) and most importantly the ability of the subject to limit or stop the perception of the message, in other words, the ability to manage the media-noise [7,8].

The lack of control mechanisms adequate to the challenges of the time is fraught with loss of control and a security threat to the society and the individual subject. The problem of searching for effective models of media communications management is focused on new phenomena of social interaction that determine the trajectory of the entire civilizational development.

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