Virtual Communication Information Spaces Create

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Annotation: The concept of "information and communication space" is an important factor in the development of the theory of information society and globalization processes observed by each member of society ¬. In order for the information and communication space, which automatically arises around any type of activity, to function well and be constructive, it is important to create a lower control model in which communication between various information and communication subjects is carried out with high efficiency. In addition, the structure of subject-subject and subject-object relations is functioning.

Key words: subject, information , information-helper , community, organizations.

The analysis of information based on the processing of existing information in order to optimize the decision-making process and the development of new knowledge of its substrate (information), in the conditions of the modern development of communication channels, it is concentrated in all links of the information infrastructure (in all spheres of activity), social Powerful data streams are processed to make important management decisions.

The information-assistant nature of information analysis connects this information with other information infrastructures, information-assistance services, traditional regulation of the information space, optimizing and directing the movement of information flows that ensure the storage of collected information resources, The basis of data transformation allows important tasks to be performed: information distribution, integration of large information arrays in the form of databases and banks, and brings them into a structured order.

Actively working with information products and services, information analysis is functionally divided from scientific (production of new knowledge) and management (development of solution options and scenarios) activities, performing the function of quality-structured information exchange.

Analyzing information based on hermeneutic methods , that is, in a broad sense - in the interpretation of texts, if they are generalized, - as a document, text, information, news about events and other information, as well as branches of science , the types of scientific tasks are based not on experimental means, but on the analysis and interpretation of existing theories, on the determination of objective naturalness and tendencies when obtained by means of information modeling of the truth describing the facts, on the determination of the mechanisms that move them, cause and effect relationships.

In addition to the laws of building information systems in space, the organization of information in space is the object of studying informatics - a general scientific, theoretical direction, from a modern point of view "space is an organized environment" and "information is the state of space" . at least, it implies the information powers that determine the development of the space being modeled for the reception and distribution of information in accordance with the conditions of information and communication reality.

In turn, an important component of informational competence is information and communication competence, which is defined as "a complex ability to independently search, select, analyze, organize, present and convey the necessary information; to model and design objects and processes, to - implement projects , including participation in individual and group activities" and is manifested in the

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formation of the image of personal information in the world - the intellectual possession of the world of information and communication reality.

Information and communication technologies, in particular, the global network of the Internet, have become an integral attribute of informal (life) and official relations, forcing consideration of both informational and communicative approaches to space modeling, taking into account the fact that they operate in virtual space.

Thus, the implementation of communication is a connecting process necessary for any important management action. In order for the receivers to have an idea similar to the original object, the extensional and intensional approach, the technology of interpreting the received message, as well as specific features of information (semantic, semiotic, axiological), should be used to form a thesaurus. Although these approaches do not guarantee success in building a system.

The introduction and widespread use of information and communication technologies is considered a very important step from an industrial to a post-industrial (information) society. However, such a transition process based on the development of technologies cannot pass quickly without leaving a mark on society. This was explained by M. McLuhan, who presented a three-stage model of world history, where the third period is understood as the conditions for the creation of electronic (audiovisual) communication skills that enhance the intellectual abilities and creative features of a person.

M. McLuhan compares new tools and technologies with a huge collective surgery performed on a social body that completely ignores antiseptics. When operating a society with a new technology, the whole system is under its influence. The effect of radios is visual, and the effect of photographs is sonic. Each new pressure causes a change in the ratio between all senses.

"What we are looking for today is a means of comparing these changes with the emotions of the intellectual and social worldview or, in general, of preventing these changes. In this regard, the identification of administrative management forms and technologies in the virtualized society, based on the analysis of global and local experience. At the initial stage, electronic technologies (space communications, portable video tapes) performed the task of social therapy.

Today, information about events, opinions, and opinions, transmitted through the channels of the information infrastructure and having the power to influence social processes, has a wide range of impulses. Therefore, the cumulative effect formed as a result of these diverse, conflicting, multifaceted influences forms such a complex complex system as the determinism of social development that this situation forms a rational, indeterministic phenomenology in relation to modern topics of social management.

Negative comments and feelings of depression change the user's worldview, create negative emotions and destructive communication strategies. At the same time, the victim of aggressive actions often - becomes a deeply wounded person and a potential abuser. Well-known psychologists such as A. Freud, N. Beyer, S. Ferenci singled out "identification with aggression" as one of the main protective mechanisms of the psyche.

This spirit can be the cause of human behavior and other negative changes. Serious and dangerous forms of information and communication threats, such as aggressive behavior on the Internet, including insults, warnings, jokes and criticism, are actively developing. Among them, incidents such as trolling and cyberbullying are clearly noted. According to the researcher MMAkulich, trolling is the placement of provocative, cruel information in information resources, which can cause violence, aggression and conflict of communication participants. Trolling can be done by an individual or an entire organization. Cyberbullying can be direct or indirect. In the context of direct exposure, the aggressor sends insulting messages, threats, rudeness, and other negative messages to the victim. In the case of indirect violence, as a rule, the victim's account is hacked or a "fake" copy is created, and then incriminating materials, discrimination, fake photos, publication of unpleasant messages, attacks on the user's virtual friends are sent.

Cyberbullying and trolling can lead to an emotional imbalance of the communicator, negative personal changes in self-esteem, fear and anxiety, changes in communication strategies, dissatisfaction and self-indulgence in relationships. are the most dangerous information and communication threats.

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