

## РОЗДІЛ 1. ТЕОРІЯ ТА ІСТОРІЯ ПОЛІТИЧНОЇ НАУКИ

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# Information and social involvement of a person: general overview in modern Ukrainian context

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*The purpose of this article is to theoretically analyse the nature and peculiarities of the influence of information technologies on the formation of the personality and the process of his/her political socialization. The transformation of modern civilization into information society is marked by reshaping all social structures and processes, changing their functional potential, and it also greatly affects the personal development of any person. In the present article we are going to analyse the factors of such influence, to determine the extent and nature of how the information transforms the surrounding socio-cultural and political reality, and specifies the personal potential of an individual to enter into the social world and his/her self-realization in it. The article describes the global trends of informatization, which influence the socio-political sphere of our country in the context of political socialization of the personality. It discloses a theoretical analysis of the conditions for optimal use of information resources in the process of socialization of the personality. The author makes a stress on the factor that the mentioned topicality will ensure the possibility of successful implementation of socio-political reforms and transformations taking place in our country.*

**Key words:** socialization, political socialization, personality, informatization.

**Introduction.** Overall and integral informatization of the world and humanity leads and forces the scientists to rethink the way a person socializes and interacts in the society, and the politicians to use new techniques to manipulate a person in his/her socialization.

Fast-paced changes in the modern world determine the scientific community to reframe and seek for new reasoning and interpretation of notions and phenomena, having been previously considered as profoundly investigated. All these needs in further assessment and review of definitions, and in approaches and techniques to research them, stem from a great impact of IT technologies and expansion thereof on a day-to-day life and existence of any society or a separate individual. It drives the humanity to give a new look at many things happening inside a person in the process of his/her social involvement, and to reconstruct our thinking of the personality, his/her socialization in a densely enclosed information-driven society.

**Presenting main material.** Formation of the personality as a bearer of social constructs, development of a modern person occurs under the conditions of active influence of various factors that specify the contents and scope of social and inner self and dictate behavioural intentions and inclinations of a person, the system of value priorities, cultural views, and generally determine the system of his/her ideas and representations. The current situation points out to a fact that informatization has become a global driver of changes taking place in the world, in every nation and society, social group, and each person. The process of immersion in the general information space drives contemporary socio-cultural dynamics, creates ini-

tial conditions for reforms and the emergence of new methods for work organization, etc. This global tendency did not pass over the sphere of political socialization of the personality. Moreover, the informatization practically captivated it, causing and substantiating the peculiarities of its development and realization, which in turn allows us to isolate and analyse it as a relatively independent tendency of the process of political socialization in the world and, particularly, in Ukraine.

Recently, informatization has moved beyond the realm of a purely technological phenomenon, penetrating into all spheres of life without exception, and becoming a key factor of modern development, it has made the world more complicated, and radically changed the system of social relations. Today, informatization is turning into a socio-cultural phenomenon, which is, primarily and mainly, substantiated by the process of globalization, and that requires a special intellectual reflection [7, p. 34]. The reflection is particularly relevant to the study on how it is possible to structure, organize, and fill the process of political socialization of the personality with the democratic values and meanings, so that the latter is able to respond to the aggressive and chaotic environment from the perspective of civil consciousness, activity and cultural development.

Initially, to carry out a conceptual and theoretical analysis of informatization of the process of political socialization of the personality, it is imperative to re-consider the concept of "informatization" as a phenomenon of the political life of the modern world and Ukrainian society. First of all, informatization is a civilizational and cultural phenomenon, which became a milestone for scientific, philosophical, social, techni-

cal, economic, and political development of the mankind. This process has begun with technologically developed countries and regions, and then spread to the whole world, both making use of, and creating laws and the main approaches of globalization.

Informatization of a society is a logical stage in the development of the civilization conditioned by technical, philosophical, social, and cultural prerequisites. On the one hand, a crucial need for new information processing tools, due to the information crisis manifested in the contradiction between the “information burst” and “information deprivation”, has led to the emergence of new information technologies. However, on the other hand, from the standpoint of the philosophy of technology, the emergence of computers in the middle of the twentieth century became a logical process caused and defined by the previous stage of the technology development. The emergence, rapid development and widespread distribution of information technology radically transformed the social and individual consciousness, made a huge impact on art, culture, economy and politics [6, p. 8]. In other words, informatization as a phenomenon of modern cultural and civilizational development has quickly turned into an integrative, inclusive, and all-permeating phenomenon, which defines the inner essence of any contemporary socio-cultural process, as well as the main tendencies for social involvement of the personality. Informatization is deeply engrafted in the process of political socialization of a person, as well.

Eventually, social and humanitarian disciplines begin to exploit the concept of “information culture”, which reflects the level of competence and skills of an individual, a social group, and a society as a whole, to be able to make an efficient use of information tools and technologies in various spheres of individual and social life. At its fundamental level, information culture predetermines and specifies all tendencies in social and personal development.

O. Proskurina argues that the emergence of informational civilization has considerably changed the political, economic and socio-cultural space, forming the so-called informational culture. The political and cultural space has been the most receptive object for transformation under the conditions of informatization [5, p. 3]. A person is forced to act more dynamically, consciously and actively, being in this space. The political socialization of the personality takes place more actively as well, since obstacles on the way of obtaining necessary information about certain phenomena and events disappear under the conditions of information civilization. However, the personality again requires more cultural competence, because the perception of a huge amount of information in the process of political socialization significantly complicates the provision of this information with relevant personal and cultural meanings, axiological guidelines and priorities.

The phenomenon of informatization has been ambiguously shifting a world-view landscape of modern civilization. It reveals an interesting paradox, consisting of two opposite situations, described by G. Jowett and V. O'Donnell. It seems that it has become easier for a person to receive knowledge about certain phenomena and events that surround us. We can share information and data across the world in an instant and speak with people on the other side of the planet; the world itself gets smaller and closer due to the technologies. However, on the other hand, people grow further apart as humans, they substitute the face-to-face communication by spending more time interacting online and chatting with someone who lives several hundred meters away. A person remains alone with the grandiose, powerful centres of production of various propaganda impulses, “which are time-conditioned and dependent on the availability of the media” [3, p. 391]. The wide spread of powerful information sources and media has induced the scientists to face new issues and tasks on developing other approaches in studying the society and the personality under new conditions of the information-driven reality. It has also created new problems related to the intense use of the latest information technologies in the media. The existence of such media and the impact thereof shows the dependence of public consciousness on the level of social responsibility of certain groups and individuals who cover the news and control the media. Consequently, informatization as a phenomenon of political life of the modern world and Ukrainian society not only allows a person to diversify the means of his/her own political socialization, but also creates new complicated multilevel structures, which effective and responsible functioning stipulates a general political landscape of entire countries and regions.

Putting this another way, informatization appears as a complex, ambivalent phenomenon, which, on one level, makes it easier for a person to obtain information about the political sphere, but then again, it provides big political players with significant opportunities for manipulating public consciousness. In countries with developed democracy, a strong civil society opposes and protects against such a manipulative influence. Moreover, citizens obtain a possibility to exercise their rights and freedoms through the use of the latest information means. Various information sources perform many functions, having a socialization one among the most important. Being diverse in their influence, these sources may shape our opinions and attitudes comprehensively, and sometimes right then and there, trigger our inclinations to act in some way, and dictate the manner a person is involved in social relations within a certain society or a group. However, other socializing spheres, including civil, educational, and cultural, are also effective in making information sources to really

contribute to the humanistic and democratic forms of political socialization. In transformational societies, with Ukrainian being among them, these spheres are rather weakened and, wherefore, many negative tendencies of informatization as a phenomenon of the political life of the modern world and Ukrainian society are actively emerging.

The background of further democratic transformation of any society, particularly Ukrainian as developing, depends precisely on the extent to which the positive potential of informatization for the establishment of civil society and the rule of law will be used in such a society. G. Wang describes the phenomenon of informatization as "a process of change that features the use of information technologies to such an extent that they become the dominant forces in commanding economic, political, social and cultural development" [10]. Developed democracies have been fruitfully using informational tools to develop and implement new, improved forms of democratic low-based governance for a long while. Ukrainian society faces, however, problems with the development of such forms and processes.

As a process of integration of Ukraine into geopolitical centres of global civilizational advancement, informatization has already revealed and exposed a number of humanitarian challenging issues in establishing its sustainable social development. This encompasses the issues of legitimate use and protection of personal data, providing citizens with access to information on the government bodies and authorities, using the gained information to raise public awareness of activities and plans of the authorities. It stimulates the development of electronic technologies and appearance of new notions, such as "Open Government", etc. To effectively tackle these issues is a serious present-day examination for legal and humanitarian sciences in general, for the society and the power elites. The requirement of free information awareness becomes in Ukraine a condition of universal freedom of a person in the society, and solving the problems of fair furnishing of information is the most important task of the state [8]. Freedom of use and free access to a variety of information sources and means of civil activity largely predetermines the efficiency and effectiveness of the use of modern information and civilization possibilities to improve and innovate the process of political socialization of the personality in Ukraine. This is especially important under the conditions of a hybrid war with Russian-backed terrorists in Donbas, as it will allow presenting a successful and effective picture of stable and sustainable social and political life in Ukraine.

Evaluating the overall effects of the phenomenon of informatization, which, at the present stage, has greatly transformed the global and national socio-political space, it is definitely necessary to emphasize the ambiguous nature of the influence of this phe-

nomenon on both the political sphere in general and the political socialization of a certain personality. The ambiguity of such influences only reinforces the relevance of a comprehensive conceptual and theoretical study of the problem in question associated with the manner informatization affects political socialization of the personality.

As already mentioned, the consequences of informatization of any society cannot be assessed categorically as positive or negative. Modern computer, information processing technologies and telecommunication data networks provide great opportunities for the economy, education system, social communications, as well as for the creative development of the personality. However, there is a real danger of dehumanization of the process of informatization of the society, which can lead to fatal consequences for civilization [6, p. 8–9]. The ambiguity of informatization processes makes the scientists continually detail their conceptual and theoretical researches of the methodology of studying the realities of informatization and its influence on the political processes within Ukrainian society. To proceed, the effects of informatization on various manifestations and the inner essence of political socialization of the personality shall be analysed and detailed.

Firstly, it must be emphasized that information resources in their various manifestations have become one of the key forces that determine the main trends in the development of certain national societies, including Ukrainian, too. Today, the socialization of the personality depends directly on the fact, which information impulses are engaged by the main informational and political actors and to what extent these impulses are intervened in the socio-political space of any national society. Modern communication technologies have largely changed the situation with the traditional media. They presented new challenges and problematic issues. The key one is the mediocracy, as a phenomenon associated with the monopolization of stable political communications between the state and civil society by the media, or as defined by the Oxford dictionary [4], it is the (supposed) dominance of the mass media over society through its powerful influence upon government. Modern media are not only the main source of information on contradictions of the society functioning, but also communicative means concerning development and settlement of contradictions within the society. Therefore, mediasphere determines the dominant trends in the public perception of socially important problems and the formation of attitudes of different social groups in respect of these problems [2, p. 11]. The main threat of the mediocracy is the appearance of new types of totalitarian and authoritarian regimes in connection with world and national media conglomerates. The latest information technologies allowed for the mediocracy to become the

potential force in the system of political socialization of the personality. It enhances the mediaization of specific political relations within the society, being ambivalent in its nature and producing positive and negative changes to the society and a person.

Such a breakthrough informatization of the socio-political environment of the world and certain countries leads to two interdependent trends. On the one hand, all people have sufficient access to information related to political events taking place in the world and the state, and this contributes to acceleration of the process of political socialization. But, on the other hand, information is rendered in reliance on an average, mass consumer, and, wherefore, there is a significant vulgarization of socialization influences on the part of the information environment regarding the construction of the personality as a member of a society.

The real effects of informatization and its influence on political processes in Ukrainian society are about implementing information sources and media as means of multi-directional action. On the one hand, the authorities actively use various information tools for the purpose of propaganda influence, though, on the other hand, information technologies allow citizens to communicate and interact freely, realizing their socio-political aspirations and intentions, and exercising rights and freedoms.

Under the current conditions, mass communication is a source of influence on the majority of social and political processes, as they are both the means of exercising the power interests of the political elites, and an integral part of any civil society, as well as independent political actors. The effect of mass communication on the processes of political socialization is unchallengeable. Understanding the peculiarities of this effect and its correct implementation will greatly contribute to: a) directing the political socialization of the personality towards the democratic law-based tradition; b) reducing the likelihood and danger of deformation of the public consciousness; c) creating comfortable conditions for the re-socialization and adjustment to new values, norms, and roles by the older generations; d) developing the state strategy of political socialization of the society in the conditions of the transformational processes of statehood, and the formation of the information-based society [9, p. 3]. From there, it is extremely important to carry out continuous monitoring, and conceptual and theoretical analysis of how the existing and constantly emerging media of mass communication affect the political socialization of the personality, since the success of our national society on the way to the implementation of all planned goals is largely dependent on this. It predetermines the construction of a legal state of democratic European identity.

Comprehensive informatization of the socio-political processes and political socialization of the per-

sonality is first and utmost provided by media environment. It is the media that provide all-encompassing contact between the various actors of the socio-political sphere of the society, i.e. the state, political parties, non-governmental organisations, citizens and their associations. Through this process a person receives a sufficiently comprehensive picture of a political life of a society, and then carries out political and social self-realization based on his/her own educational level. It is the level of political education and civic literacy that specifies and decides on the direction of political socialization of the personality under the influence of many external information effects.

However, it is obvious that the transformational Ukrainian society possesses very low political and civic literacy, still being in line with the consciousness from the past Soviet times; and the majority of the population has an unsatisfactory level of political education and culture. Thereby, the information sphere is often used not as a positive, culture-establishing factor of political socialization, but as a manipulative means of controlling social and individual political consciousness. Any personality has the possibility to track socio-political events, get news, draw conclusions, compare, and consolidate patterns of political behaviour, though the media usually performs the other main role in this, being a tool of manipulating the audience in the interests of, and to the benefits to, the business and political elites. Therefore, information media of social communication carry out manipulative or creative, useful impacts on the process of political socialization of the personality, depending on how high is the level of political and civic education and culture of the mass audience. It is precisely because of this that societies that entered the era of informatization in a non-democratic state (including Ukraine) deepen very often the political illiteracy of the population by manipulating its political consciousness, using different, and sometimes sophisticated and dangerous, information manipulations. But, without comprehensive informatization of the various aspects of the socio-political and civil life of Ukrainian society, it is hardly possible to envisage and hope for the further development of democratization transformations. Given this, it is important to elaborate the principles of development of national political information and media spheres at the conceptual and theoretical levels, in conjunction with the development of effective and favourable means and mechanisms of political education of population, especially young people. This stipulates the “information democracy” as a key component of social development and a factor of political socialization.

The development of new information technologies and the practice of their usage in Ukraine conceals the danger of distortion of public consciousness, on the one hand, and offers wide opportunities for the implementation of the fundamental values of civil

society, on the other hand. In particular, it brings to front the capabilities of the Internet, e-mail and other modern communication means and social media as mechanisms of direct participation of citizens in the process of discussing important political issues, voting, e-government activities, providing the authorities with mobile feedback, securing adequate social needs of making political decisions. But for all that, any national state shall be prepared to answer adequately to the challenges and social dangers inherent in globalization [1, p. 3].

The stated above assumes that the national political discourse shall tackle one of the key issues, topicality of which lies at the highest theoretical level, of analysing various mechanisms for the effective use of the entire potential of the phenomenon of informatization to ensure a comprehensive and culturally-oriented, but not manipulative process of political socialization of the personality in the context of Ukrainian society.

**Conclusion.** Summarizing the above, in the current situation, the further democratic development of Ukraine as a law-governed state depends largely on how the national information resource of modern politics will be used, as well as on how the civil society in general, and each person in particular, will react to the information environment. Within this framework, we highlight the question of how the external information sphere of politics enters into an individual's life, and how it affects the individualized forms of personal political socialization. Information and communication technologies have currently a great influence on the political socialization of the personality, becoming a fundamentally new instrument of social involvement and adjustment to rapidly changing social environment. A deep and multi-level informational connection with the surrounding world becomes a determining condition for the life-sustaining activity of the individual. It shall be also noted that since the hybrid warfare in Donbas started, communication and mass media functioning in Ukraine have somehow changed the way of working with public sphere and people, and have begun addressing the individual and every citizen, instead of previous speaking to the faceless mass, the electorate, zombie consumers of information garbage. Though lots of issues and challenges left, those of political manipulation, implied overindulgence of powers in swaying people to act as the authorities and politicians need, the process of political socialization in virtue of informatization of all spheres of personal and social life passes effectively forward, overcoming the obstacles on its way. The public authorities require new techniques and methods to vanquish the sympathy of people as being a monolith and stable driver, aiming at and helping in effective social involvement of the personality who enters spacious, complicated and intricate reality of social life. This process is to be reciprocally directed: political actors and information centres shall use the information resources of mod-

ern politics to improve the conditions for the political socialization of the personality, as well as a person himself, each citizen, has to take more care of his own political awareness and culture.

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## Інформатизація та соціалізація особистості: загальний огляд в умовах сучасної України

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*Мета статті – теоретично проаналізувати характер та особливості впливу інформаційних технологій на становлення особистості й процес її політичної соціалізації. Перетворення сучасної цивілізації на інформаційну відзначається переформатуванням усіх соціальних структур і процесів, зміною їх функціонального потенціалу, а також значною мірою впливає на особистісний розвиток кожної особи. У матеріалах статті ми аналізуємо фактори такого впливу, визначаємо ступінь і характер того, яким чином інформатизація перетворює навколошню соціокультурну й політичну дійсність, визначає особистісний потенціал входження кожної людини в соціальний світ і її самореалізацію в ньому. Стаття описує глобальні тенденції інформатизації, що впливають на соціально-політичну сферу нашої країни в контексті політичної соціалізації особистості. Відбувається теоретичний аналіз умов оптимального використання інформаційних ресурсів у процесі соціалізації особистості. Автор дискутує з питання про те, що вказана актуальність забезпечить можливість успішного здійснення соціально-політичних реформ і трансформацій, які протікають у нашій країні.*

**Ключові слова:** соціалізація, політична соціалізація, особистість, інформатизація.