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**CONCEPTUALIZATION OF COGNITIVE-COMMUNICATIVE DIMENSIONS  
OF THE IDEOLOGY OF THE INFORMATION SOCIETY IN THE  
HUMANITIES AND SCIENTIFIC DISCOURSE OF XXI CENTURY:  
RESEARCH METHODOLOGY**

**Abstract.** *Author substantiates the essence of the ideology of the information society in terms of cognitive and communicative dimensions in the context of humanitarian and scientific discourse; discovered the ideology issues of the Information Society, which has not formed yet, and characterized features of the modern Ukrainian society, which requires the formation of this type of ideology, for which has the future. This article therefore outlines the value of the research is that using of the system and structural-functional methodology, that allow to analyze the ideology of the information society, to disclose its component parts requiring the formation of an information infrastructure, which has a great future.*

**Key words** *the ideology of the information society, ideologies of the information society, ideologeme of communication, ideologeme of information, ideal, knowledge, humanitarian and scientific discourse, cognitive-communication measurements.*

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**КОНЦЕПТУАЛІЗАЦІЯ КОГНІТИВНО-КОМУНІКАЦІЙНИХ ВИМІРІВ  
ІДЕОЛОГІЇ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА  
У ГУМАНІТАРНО-НАУКОВОМУ ДИСКУРСІ:  
МЕТОДОЛОГІЯ ДОСЛІДЖЕННЯ**

**Анотація.** *Розкрито сутність ідеології інформаційного суспільства з точки зору когнітивно-комунікаційних вимірювань в контексті гуманітарно-наукового дискурсу; виявлені проблеми ще не сформованої ідеології інформаційного суспільства та схарактеризувати особливості сучасного українського суспільства, яке вимагає формування даного типу ідеології. Відзначено, що цінність дослідження полягає в тому, що, використання системної і структурно-функціональної методології дає змогу проаналізувати ідеологію інформаційного суспільства, розкрито складові, що вимагають формування інформаційної інфраструктури, яка має велике майбутнє.*

**Ключові слова:** *ідеологія інформаційного суспільства, ідеологеми інформаційного суспільства, ідеологема комунікації, ідеологема інформації, ідеал, знання, гуманітарно-науковий дискурс, когнітивно-комунікаційні вимірювання.*

Кириченко Николай Алексеевич

**КОНЦЕПТУАЛИЗАЦИЯ КОГНИТИВНО-КОММУНИКАЦИОННЫХ  
ИЗМЕРЕНИЙ ИДЕОЛОГИИ ИНФОРМАЦИОННОГО ОБЩЕСТВА  
В ГУМАНИТАРНО-НАУЧНОМ ДИСКУРСЕ:  
МЕТОДОЛОГИЯ ИССЛЕДОВАНИЯ**

**Аннотация.** *Раскрыта сущность идеологии информационного общества с точки зрения когнитивно-коммуникационных измерений в контексте гуманитарно-научного дискурса; выявлены проблемы еще не сформированной идеологии информационного общества и охарактеризованы особенности современного украинского общества, требующего формирования данного типа идеологии. Отмечено, что ценность исследования состоит в использовании системной и структурно-функциональной методологии, для анализа идеологии информационного общества, раскрыты составляющие, требующие формирования информационной инфраструктуры, которая имеет большое будущее.*

**Ключевые слова:** *идеология информационного общества, идеологемы информационного общества, идеологема коммуникации, идеологема информации, идеал, знания, гуманитарно-научный дискурс, когнитивно-коммуникационные измерения.*

**Problem statement in general and its connection with more scientific  
and practical tasks. Relevance of the research topic**

The ideology of an information society in the humanitarian and scientific discourse is a combination of ideas, concepts, ideologemes, conceptualization of the views and ideas about the information society, where realized the interests of people to cognition of information reality and justified in terms of the society's transformations that aimed at implementing the functions of informatization and ensure of various population segments, indicating about the discovery of high informative essence. Relevance of the research topic is below:

- the first – in the ideology of Information Society comprehended the issues of the information society and searching ways of their overcoming, which are based on the socio-practical and worldview issues of an information interaction the human-society-state in relation to the social and political subjects of network self-organization;
- the second – the value of the research is that using of the system and structural-functional methodology, that allow to analyze the ideology of the information society, to disclose its component parts requiring the formation of an information infrastructure, which has a great future;
- the third – modern society is an information and communication model of social structure, which requires the activation of a tertiary, the social and mobile sector of social and economic activity (service, service economy as increasingly important sphere of social activity and interaction).

## **Analysis of recent research and publications which the author relied upon and where a solution of the problem was handled**

A new information society's ideology called Smart Society formed in the cultural and civilization world. Smart Society's ideology need of substantial studying and adjustments because of intensive development of computer technologies and informatization processes, based on the special knowledge system and exploration of human reality, social groups and society as a whole. Especially valuable is M. Bangemann's report «Europe and the global information society: recommendations to the European Council» (1994); an economic, technological and cultural framework programs of the EU (2012–2020); EU project «Support to Ukraine's Regional Development Policy» in the context of global challenges and European standards policy.

### **Highlighted an unsolved aspects of the problem, which the article describes. The problematic situation**

The transition to an information society became the character of technocratic project (projects), which is based on innovative character, based on information and communication technologies, and includes the creation of automated information systems that have to satisfy the requirements of the information society, which requires the creation of the ideology of the information society.

**The aim of scientific research** — conceptualization of cognitive and communicative dimensions paradigm of the information society's ideology in humanitarian and scientific discourse of XXI century.

#### **This aim realized in the following tasks:**

- analyze the essence of ideology of the information society in humanitarian and scientific discourse of XXI century which is a combination of ideas, concepts, ideologemes, conceptualization of the views and ideas about the information and information support of modern society;
- identify problems of information support of modern society that hinder the formation of the ideology of the information society;
- reveal the systemic, structural and functional, synergistic methodology that facilitates the formation of the structural components of the ideology of the information society;
- promote the conceptualization of paradigm of the cognitive-communicative measurements ideology of the information society.

### **Discussion of the problem**

In humanitarian and scientific discourse ideology of the information society includes a set of ideas, values, norms and principles with the objective pithiness which includes the formation of personal information culture as a condition for

successful human adaptation to a life in the information society<sup>1</sup>. To detect this pithiness is important the communicative perception properties of Information ideology that includes expression of a certain attitude to it, and the explication of expression in the information and communications environment. The ideology of the information society focuses on practical human interests and aims to manipulate people or management in order to influence on the human consciousness through specific communication code, which we would understand if we want to change our reality. The information society is a global communication network. But its usage and the evolving reality are the products of human activity in special circumstances where the object of study (Information Society) is developing and changing faster than the subject (Researcher) and represents a revolutionary challenge for those who must make decisions, because the Internet is a global trend of development of the information society<sup>2</sup>.

Within the framework of functions of practical activity ideology of the information society focuses on the collection of *information ideologemes*, which are based on information and filling them with content that performs intertextual features that provide social and historical coordinates to the text, and constitute its socio-cultural space that changes the world and authorizes the use of ideologemes in various models and formalizations. Ideologeme of information culture includes a certain information subsystem code that gives meaning info messages and acts as the embodiment of certain information in the context of a specific relationship to the real world or logical in terms of compliance with the genre regularities. In this context, any information, which includes an information society ideology, trying to incorporate a purely philosophical dimensions of history, human place in it, value judgments about the possible development of the information and desired pace of development, overcoming as marks O. Dz'oban, manipulative character of information environment of modern society<sup>3</sup>.

Cognitive-communicative measurements ideology of the information society in humanitarian and scientific discourse focused on the search for specific values of the information ideologemes that are the basis of the information society ideology formation and broadcast on the channels of communication with the specially developed codes, sources, methods of communication in the system rules and possibilities of human's social activity, state and society. Content of the information ideology as the basis of a global communications network acquires a sense only through communicative person who believes that the ideology information society should serve as spiritually secured resources, and contribute to its improvement in order to be meaningful and communicative secured in cognitive-communicative

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<sup>1</sup> Voronkova V. G. Formation of informational culture of personality as a condition of successful human adaptation to living in the information society / V. G. Voronkova // Gileâ: scientific Bulletin: GB. Sciences. works. — K. : Publishing House of SCIENCE LLC NVP", "BELIEVE", 2014. Is the Issue. — № 86(7). — P. 198–203.

<sup>2</sup> Voronkova V. G. The Internet as a global trend of development of the information society / V. G. Voronkova // Gileâ: scientific Bulletin: GB. Sciences. works. — K. : Publishing House of SCIENCE "SEC", "BELIEVE", by 2015. Is the Issue. — № 93(2). — P. 174–179.

<sup>3</sup> Dz'oban' A. P. Manipulative nature of the information environment of modern society / A. P. Dz'oban' // Information and law. — K., 2014. — № 3(12). — P. 3–12.

dimension. A. Lazarevic notes: «Modern society is information-communication model of social organization. This is the activation of the so-called of a tertiary, the social and mobile sector of social and economic activities (services, service economy as increasingly important sphere of social activity and interactions) and of the Quaternary — an information that directly stimulates the activity of communication»<sup>7</sup>.

The research methodology of ideology of the information society as networking and communication space in humanitarian and scientific discourse aimed to analyze of the information society as such, based on the use of methods of system, structural and functional, synergistic, dialectical, anthropological informationological — to study intensive processes of information processing to knowledge. The last requires investigation of the ideology's structure, functioning and development objective study of communication links and relations and human adaptation to the information society, knowledge processes of an information society, which is based on information as a source of new information («information about information»). Systemic and structural research methodology of ideology of the information society must explain how we get information about different subjects which limits our knowledge and so reliable or unreliable is a particular knowledge of how information is converted to the title, which is the basis for the new communication connected with implementation of human needs that requires the need of forming of the information society of ideology. The emergence of the information society makes issues of obtaining and assimilate the information that goes into the knowledge of one of the central humanitarian-scientific discourse, and that is the cause of the so called information model of communication, the fundamental characteristics which determine the principles of broadcast and socialization to the ideology of the information society<sup>4</sup>.

However, we can certify that the problems of methodology changes significantly of the information society in the modern era, as there are new ways to discuss traditional problems and new issues that did not exist before. In common is the view under which the epistemology's subject differs from the gnosiology's subject and goes beyond the purely philosophical study. In this sense epistemology investigates objective forms of knowledge, ignoring both the characteristics of the subject, and on the comparison of knowledge of objective reality. Justification understanding of the theory serves as K. Popper, in a context where there is a real world of states of consciousness, human subjectivity and the world of pure knowledge without comparison with objective reality that is diverted from human subjectivity. This latest «third world» is the subject of epistemology.

Identify the number of structural components ideology of information society needed for deep knowledge of the issues and find ways to overcome them in order to

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<sup>7</sup> Lazarevich A. A. Stanovlenie informacionnogo society: kommunikacionno-èpistemologièskie and cultural civilizacionnye osnovaniâ monografiâ / A. A. Lazarevich // nauè. ed. S. I. Levâš. — Minsk : Tavuka Belaruskâ, 2015. — 537 p. — P. 8–9.

<sup>4</sup> Dz'oban' A. P. Iinformation society as a network-communicative space management / A. P. Dz'oban', A. V. Sosnin // Veche. — 2015. — № 10. — P. 7–13.

improve information and communication society, which include values, code, data, documents, signals, values. The information transmitted by certain characters that have immediate value as an attribute of the message. Value — is something that is encoded using decoded characters sender and consignee. It depends on the atmosphere of communication and, consequently, its result. The ideology of the information society performs five goals: 1) the cognitive; 2) the social and behavioral; 3) an artistic and aesthetic; 4) the gaming; 5) the management.

An analysis of contemporary issues of the information society at the present stage is not yet formed the ideology of the Information Society, which is the basis of the five performance goals, based on strengthening communication links and relationships. At the core of ideology of the information society as a system implementation in understanding human needs – new information and finding ways to obtain it. It serves as the basis for the emergence of the information model of communication, which is the springboard to develop new ideologemes and their broadcasts, which are based on information as the main component of the information society and its ideology. It is for informational model of communication is typical recognition value as an attribute of the message. Value — is encoded by signs sender and decoded recipient, so mastering this mechanism helps to master the mechanism of communication, which is based on cognitive-communicative dimension of ideology, which affects both technological and social reality<sup>5</sup>.

In terms of humanitarian and scientific ideology of the information society implicitly includes some *ideal* that social reality is contrasted available as part of the ideology of the Information Society, which is the definition of acts of individual perception, its activities, motivation, behavioral patterns in society-nature-existence. The ideal can explicate as a general purpose active individual who subjugates differential problem in correlation with obtaining information and tools for building an information society. The ideology of the information society is not just an illusory interpretation of contemporary reality, but rather the reality itself, which must be understood as information whose existence involves cultivating knowledge of this reality. Configuring of information ideology on the communicative problems of society is an integral part of forming an information ideologeme of the Information Society<sup>7</sup>.

The ideology serves as a communication ideologeme of the Information Society, cooperation, mutual understanding with emphasis on joint experience of events that occur. Communicative minded human, state, society always awaiting their stalls in the context of problem-solving interactions communication, understanding,

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<sup>5</sup> Kyrychenko M. O. Epistemologičnì dimensions of the information society in the humanities and scientific discourse / M. O. Kirichenko // Theoretical and practical bases for the development of management and administration in the conditions of independence: materials of the international scientific-practical conference dedicated to the 25th anniversary of Ukraine's independence and the 20th anniversary of the Department of management and project management / Ed-uporâd: doctor of philosophical Sciences, Professor. Valentina Voronkova, Regina Andrukajtene. — Zaporizhzhya : ZDIA, 2016. — P. 23–27.

<sup>7</sup> Lazarevich A. A. Stanovlenie informacionnogo society: kommunikacionno-èpistemologičeskie and cultural civilizacionnye osnovaniâ monografiâ / A. A. Lazarevich // nauč. ed. S. I. Levâš. — Minsk : Tavuka Belaruskâ, 2015. — 537 p. — P. 89.

cooperation and finding solutions. Therefore, a new turn in the ideology of the information society — is attempts to establish a link between the people and the government, the state and society, the company and customers, enterprise and consumer. So the praxeological level of forming the information society ideologemes — is practical production-oriented recommendations and proposals for improving process control strategy of information society in Ukraine and social and anthropological mechanisms of adaptation to living in this society. The ideology of the Information Society is aimed at changing the society in which we live our lives under the influence of this new communications technology, and with this interaction there appears new socio-technical model of society<sup>8</sup>.

With this aim necessary to develop the the concept of «information society» and its extrapolation in the management process as a single social organism, centered on information and reduce its entropy, that fills all the processes of information content and promotes the informatization of all processes. The mechanism of the development of civilization ideology of the Information Society associated with targeted government regulation of information sphere of society, which in the context of effective and justifiable in terms of public interest is the formation mechanism of the process of mastering a stable warping, resulting in compliance productive forces and economic relations, which are a set of instruments regulating information processes. Formation of ideology of the Information Society impact that a significant problem for of the Information Society is disproportionate access to information resources and information and communication technologies (ICT), which is manifested in the uneven economic development, in particular an information sector and asymmetric information, which is a global problem<sup>9; 10</sup>.

In the era of dynamic development of the information society among the influential factors in the formation of information society ideology attached ICT implementation mechanisms which promotes information and communication type of society in the context of globalization, which requires improvement feedback by means of information and communication in the context of the impact of stochastic network society. Forming the ideology of information society based on the use of new methods of systemic, structural and synergetic methodology used for the analysis of ideology as a system of factors that will solve important fundamental problem — the impact of ICT on society activities through the use of new original ideas and concepts of static an information society and network economy, which requires the formation of a new ideology.

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<sup>8</sup> Sosnin A. V. Information security: new dimensions of threats related to information-communication sphere / A. V. Sosnin, A. P. Dz'oban' // Humanitarian Bulletin of Zaporizhzhya State Engineering Academy: gs. sciences etc. — Zaporizhzhya : publishing ZDIA, 2015. — № 61. — P. 24–25.

<sup>9</sup> Sosnin A. V. Problems state management system of national information resources of the scientific potential of Ukraine : monograph / A. V. Sosnin. — K. : Institute of State and law. In M. Koretsky. — 2003. — 572 p.

<sup>10</sup> Sosnin A. V. Information society as a challenge of globalization / A. V. Sosnin, V. G. Voronkova // Time choice: challenges of the information era : collective monograph / floor. ed. A. İvakina, D. Yakovleva. — Odessa : Publishing House «Helvetica», 2016. — P. 344–359.

## Conclusions

Forming an ideology of the information society requires a high level of information and communication technologies and their heavy use by citizens, businesses and state and municipal authorities. The increase added value today is due to intellectual activity, improve technological production and distribution of modern information and communication technologies. Increasing the additional cost today is due to intellectual activity, improve technological production and distribution of modern information and communication technologies. The transition from an industrial to a postindustrial and the Information Society, significantly increases the role of intellectual factors, including knowledge of the information society. It is necessary to have in the medium term implement the cultural, educational, scientific and technological potential of the country and ensure its rightful place among the leaders of the global information society due to the ideology of the Information Society.

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