

ДОКУМЕНТОЗНАВСТВО. АРХІВОЗНАВСТВО

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**FACTORS OF THE MASS COMMUNICATION DOCUMENT FUNCTIONING
IN SOCIAL AND CULTURAL SPACE**

The purpose of the article is to determine the factors of the mass communication document functioning in social and cultural space. The methodology consists of using general scientific approaches and unique methods, such as analysis, synthesis, logical approach, the method of research results visualization. The application of analytical and synthetic, valid methods has made it possible to determine the main components of the methodology of mass media model development, to substantiate the principles of constructing a holistic concept of the mass communication document functioning. Using the method of the research results visualization, the facet structure of the methodology for developing a mass media model, the systemic role of the mass media in the cycle of social transformations have been made apparent. The scientific novelty of the work is that the factors of the mass communication document functioning in the social and cultural space have been established in the paper. Conclusions. The development of a holistic concept of the mass communication document performing in the social and cultural area implies the need to consider the context of the mass communication document functioning using a synergistic approach to determining the role and place of the mass communication document in social transformations; consider the content of the mass communication document as a complex structural and dynamic narrative; consider the evolution of multiculturalism of the society.

Key words: document, mass communication document, mass media, factual information, documentary information.

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**ЧИННИКИ ФУНКЦІОНУВАННЯ МАСОВОКОМУНІКАЦІЙНОГО
ДОКУМЕНТА В СОЦІОКУЛЬТУРНОМУ ПРОСТОРИ**

Метою роботи є визначення чинників функціонування масовокомунікаційного документа в соціокультурному просторі. Методологія дослідження полягає у використанні загальнонаукових методів і спеціальних методик: аналізу, синтезу, логічного методу, методу візуалізації результатів дослідження. Застосування аналітико-синтетичного, логічного методів дало змогу встановити головні компоненти методології розроблення моделі мас-медіа, обґрунтувати засади побудови цілісної концепції функціонування масовокомунікаційного документа. За допомогою методу візуалізації результатів дослідження було унаочнено фасетну структуру методології розроблення моделі мас-медіа, системну роль мас-медіа в циклі соціальних трансформацій. Наукова новизна роботи полягає в тому, що в статті встановлено чинники функціонування масовокомунікаційного

документа в соціокультурному просторі. **Висновки.** Формування цілісної концепції функціонування масовокомунікаційного документа в соціокультурному просторі передбачає необхідність: враховувати контекст функціонування масовокомунікаційного документа, використовуючи синергетичний підхід до визначення ролі і місця масовокомунікаційного документа в суспільних трансформаціях; розглядати контент масовокомунікаційного документа як складний структурний і динамічний наратив; враховувати еволюцію мультикультурності суспільства.

Ключові слова: документ, масовокомунікаційний документ, мас-медіа, фактологічна інформація, документальна інформація.

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ФАКТОРЫ ФУНКЦИОНИРОВАНИЯ МАССОВОКОММУНИКАЦИОННОГО ДОКУМЕНТА В СОЦИОКУЛЬТУРНОМ ПРОСТРАНСТВЕ

Целью работы является определение факторов функционирования массовокоммуникационного документа в социокультурном пространстве. **Методология исследования** заключается в использовании общенаучных методов и специальных методик: анализа, синтеза, логического метода, метода визуализации результатов исследования. Применение аналитико-синтетического, логического методов позволило установить главные компоненты методологии разработки модели СМИ, обосновать главные принципы построения целостной концепции функционирования массовокоммуникационного документа. С помощью метода визуализации результатов исследования было наглядно представлено фасетную структуру методологии разработки модели СМИ, системную роль масс-медиа в цикле социальных трансформаций. **Научная новизна** работы заключается в том, что в статье установлены факторы функционирования массовокоммуникационного документа в социокультурном пространстве. **Выводы.** Формирование целостной концепции функционирования массовокоммуникационного документа в социокультурном пространстве предполагает необходимость: учитывать контекст функционирования масовокомунікаційного документа, используя синергетический подход к определению роли и места массовокоммуникационного документа в общественных трансформациях; рассматривать контент массовокоммуникационного документа как сложный структурный и динамический нарратив; учитывать эволюцию мультикультурности общества.

Ключевые слова: документ, массовокоммуникационный документ, масс-медиа, фактологическая информация, документальная информация.

Relevance of the research topic. The systemic nature of the scientific research suggests that the development of social communication models of a particular issue should include not only the relevant scientific aspects, but also the contexts of the analysis of the prospects of social practice and determination of social values, including the analysis of potential opportunities for the values-based attitude of audience to the type of communication being analyzed [2]. To build a holistic concept of the mass communication document functioning in the social and cultural space, it is necessary to determine the key strategic parameters of the issue [1, p. 34-46]. *The*

purpose of the work is to determine the factors of the mass communication document functioning in social and cultural space. *To achieve the purpose, the main objectives* are to determine the key components of the methodology of a mass media model development, to establish external, internal and audience-related aspects of the mass communication document functioning.

Analysis of recent research and publications. Present-day publications speak for a deep and consistent interest in the philosophical, ontological, and epistemological context of social-communicative issues and the application of theoretical developments in solving pragmatic tasks. An im-

portant segment of foreign documentary science is the study of typological peculiarities of documents. Typological peculiarities of audiovisual documents have allowed multidimensional use of documented information as a proof or an argument in proving the theories in various fields of knowledge. A characteristic feature of research is the choice of non-traditional, original facets of documentary information as the object of research.

Marc R.H. Kosciejew, investigating the functional typological peculiarities of administrative documents suggested the theory of the conceptual basis of documentation. The works by Bernd Frohmann, Michel Foucault, Bruno Latour, Hannah Arendt, Ian Hacking have become the methodological basis for the study. According to M.R.H. Kosciejew, the essence of the theory of conceptual basis of documentation consists in the following interpretation: the concept of conscious selection of information recorded in the document is the reproduction of social relations, other phenomena of social life. The author considers the information to be an important component of the document. While studying the essence of the documentation, M.R.H. Kosciejew points out the connection between the concepts of “information” and “document”, which is manifested in the inextricable combination of the semantic and material components of the document: information is created, stabilized and materialized in the document. According to the author, if information can be created then it can be controlled, deployed, applied, recorded, managed and used in many different ways, in different settings and for various purposes. Thus, according to the researcher, the theory of the conceptual framework of documentation highlights the central role of documentation in the creation, stabilization, materialization and emergence of information, as well as demonstrates the possibilities of using this structure in the study of various phenomena in various contexts [13].

Ulrika Kjellman studies functioning of the photographic documents in the field of research on physical anthropology and biology. The main methodology for studying photography as a tool for documenting to prove the existence of racial variations among human species – is the functional and descriptive analysis of photographic material collected by the Swedish State Institute of Race

Biology from 1922 to 1958. The heterogeneous informative and scientific value of photographs as a documentary source in scientific practice, which depends on the type of the very photographs and the area of use [12], has been revealed.

Roswitha Skare’s object of research is such a kind of traditional documents as the films of classical silent cinema, but in terms of an example of non-standardized documents. Taking the concept of paratext by French literary critic Gérard Genette as the methodological basis, the researcher studies paratextual features of the information presentation in the first full-length documentary film of silent movies times “Nanook from the North” released in 1922. The elements present in the film that were ignored in most of the academic works have been investigated, which proves the extremely changeable perception of the film peculiar to that time as an original or authentic document, which must conform to clear rules. The concept of paratext provided the vocabulary and the variant of classification of internal (French *péritexte*) and external (French *épitexte*) elements of documents, and made it possible to systematize the essential elements of the silent movie that reproduces the evolution of development of a cinematographic document [15].

Having conducted a national survey of the key information needs of law enforcement officers and affected citizens, L. Westbrook provides recommendations on improving the information content of law enforcement documents and their effectiveness. The priority features of the content have been defined: simplicity of presentation, specificity of presentation, availability of certificates about services of non-law enforcement bodies, which may be needed to meet the urgent needs of victims in critical situations [17].

Kristina Sundberg and Ulrika Kjellman believe that tattoos (as well as archival records / documents) can be viewed as personal documents about life’s journey, experiences, status and activities, can have many varieties and perform various functions. Tattoos serve as a bank of memories and evidence of a person’s life. Body tattoos can be viewed as an archive that perpetuates and symbolizes events and relationships, which a person had in his/her life. These images are reproduced in connection with a specific social and cultural context. The design and meaning

of tattoos of Russian / Soviet prisoners have been taken as a reference database of the research [14]. Using the semiotic analysis, which contextually reveals these images, the authors attempt to interpret the meaning of the tattoo. Researchers argue that tattoos can be viewed as an individual-related document that reflects his/her life and a particular social and cultural context. Like documents, they give a person substantial evidence of his/her status in a criminal situation. They also function as an individual's memory of events and relationships, and help to create and preserve identity. The tattoo is interpreted as a document that may represent a criticism of a dominant society or simply a voice of alienation. According to scientists, tattoos can be considered as memorable documents, announcing a new type of material for information and archival research [16].

G. Grenersen examines the terminology of the theory of documents and documentation in the context of peculiarities of national cultures. The author uses the interdisciplinary methodology, considering the terminology of the theory of documents and information in the context of Saami linguistics. Oral tales, legends, traditional songs and tracks in the landscape are considered as documentary evidence of the Saami and other indigenous peoples' culture. Different approaches to the interpretation and understanding of the specific content of information in local documents have been presented. Indigenous ways of documenting have been accepted as evidence proving ownership or the right to widely use land resources. When there are no written documents, verbal evidence and the landscape itself can be considered as documenting traditional use and are accepted as evidence in higher courts in Norway and Canada. The Saami understanding of the document originally complements the scientific approach to the interpretation of the notion of document through the use of nominative linguistic

resources of the natural phenomenon as the main form of information [11].

Presentation of the main material. The development of an effective model of mass media development is a complex, multilevel task, the solution of which is at the intersection of the system of scientific theories. This complex includes scientific theories, which, with the mass media as the only object of study but various subjects of research, form an integrated methodology for developing a mass media model: a complex issue of the typology that studies the media system; bodies that produce them; genres; editions; content characteristics of publications; the audience; a complex issue of the ideology of media management that studies the correctness of editorial desiderata; canonicity of classical structures of editions; technology of financing; a complex problem of technology of journalistic practice, which studies the limits of creative competencies of a journalist; the level of individual journalistic skills; the ethics of relationships in publishing houses (Fig. 1).

In line with the scientific study of the theoretical problem of functioning of documentary and factual information in the social and cultural space is the solution to the first of these issues - the complex issue of typology, which is based on the basic platforms:

- firstly, the study of typological and functional characteristics of the phenomena of the "document" and the "fact" in terms of the strategy of mass communication documents development;

- secondly, finding out the influence of the "third wave" of the technological revolution according to A. Toffler - a key basis for structural transformations - on the evolution of the document created in the process of mass media activities.

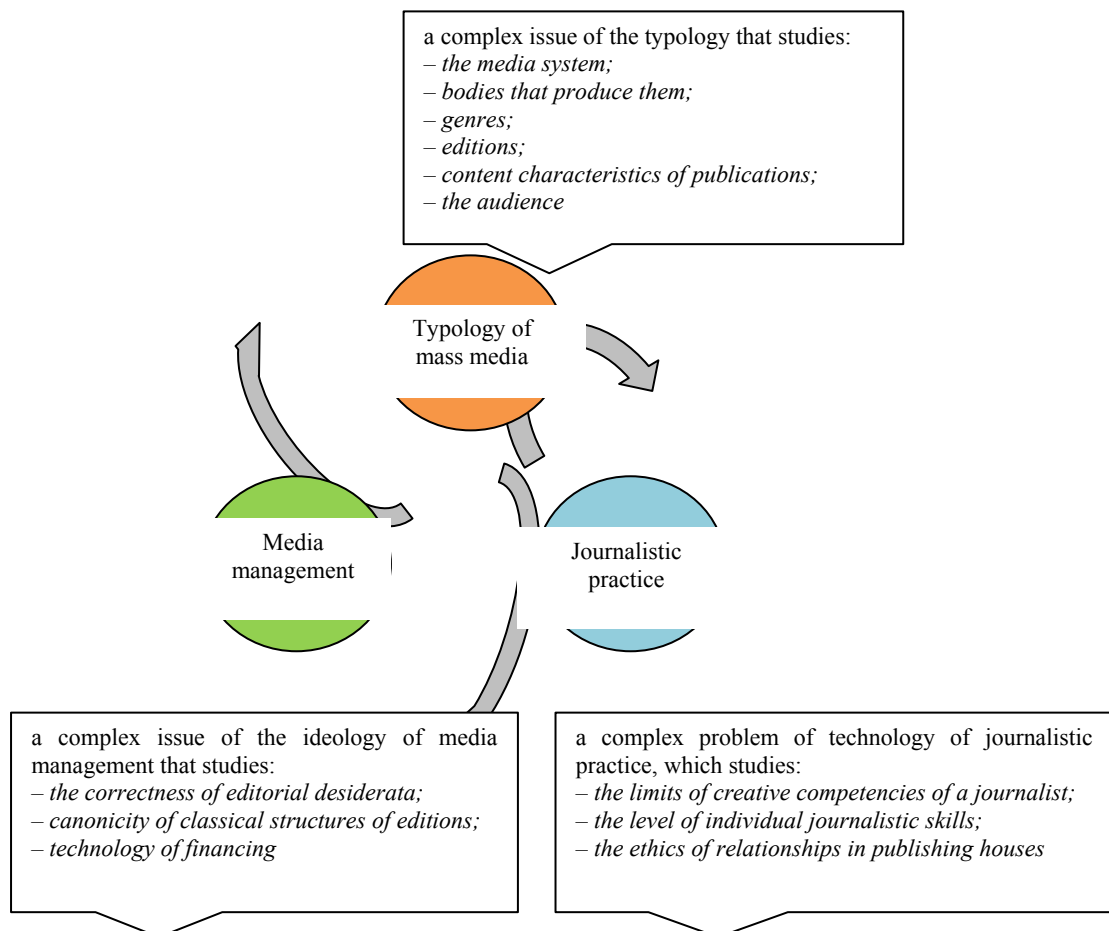


Fig. 1. Integrated methodology for developing a mass media model

The construction of a functional-target model of the mass communication document based on these platforms complements the foundations of the document's theory; in particular, it provides an opportunity to re-interpret contemporary problems of the mass media as a type of documents. Accordingly, we distinguish three determinants in creating a holistic concept of the mass communication document functioning in the social and cultural space.

An external factor, which considers the context of the mass communication document functioning, in particular, uses a synergistic approach to determining the role and place of the mass communication document in social transformations. The synergetic approach that adheres to the principles of the integrity of the

world, the commonness of the laws of development of all levels of material and spiritual organization, nonlinearity (multivariance, optionality) and irreversibility, the deep relationship between chaos and order, randomness and necessity, is the basis of systematicity in determination of the place and role of mass-media in such a complex open system as social transformations. German physicist H. Haken emphasizes the coherence of interaction of the parts in the formation of the structure as a whole [7; 8].

By extrapolating the synergetic approach to the activity of the mass media, we can trace the systemic, cyclic and integrated nature of causal phenomena in the process of social transformations and the role of mass media there as an organic component (Fig. 2).

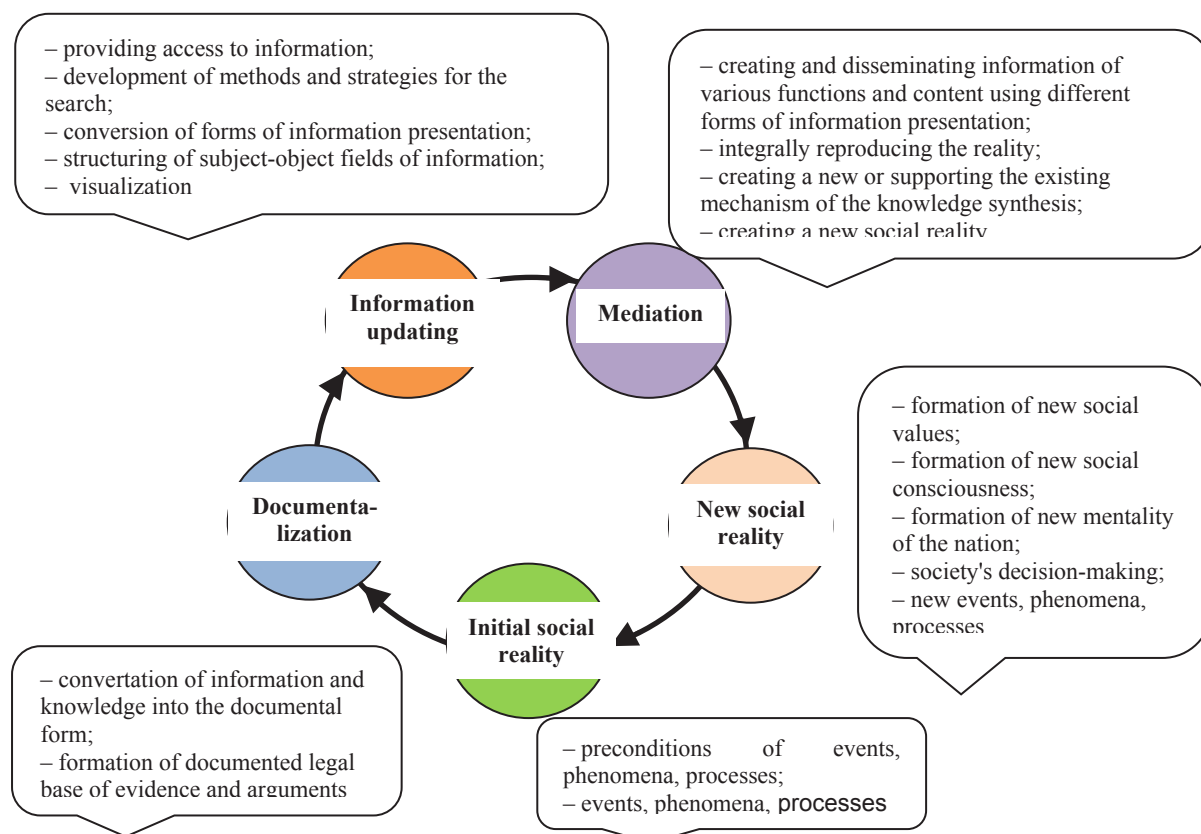


Fig. 2 Systemic role of mass media in the social transformations cycle

The initial social reality, which is made of the facts of objective reality (events, phenomena, processes), are the triggers for the inclusion of mass media in the processes of social interaction. All processes of social interaction (documentalization, information updating, mediation) are realized with direct participation of the mass media, because:

- among the whole variety of facts of objective reality (events, phenomena, processes), the heritage of social memory and public interest in the spatial and temporal dimension are only those that are covered by the documentalization process, in particular intellectual, communication, aesthetic, technological resources of the mass media;

- among the whole variety of documented facts of objective reality the communicative act includes the circulation of information, updated by mass media by providing access to information, development of methods and strategies for the search, conversion of forms of information presentation on social communication channels,

structuring of subject-object fields of information, visualization; features of subject-object fields in the activities of mass media are realized within the documentary-interpretational and factual-interpretational fields;

- the potential of mediation generates a new social reality by creating and disseminating information of various functions and content using different forms of information presentation, integrally reproducing the reality, creating a new or supporting the existing mechanism of the knowledge synthesis.

Thus, all the documentary and interpretational potential of the mass media, realized during social interaction, is aimed at achieving a new social reality through the formation of new social values, new social consciousness, new mentality of the nation. In their synergetic mechanism, these factors determine the extremely important phenomenon of social transformations - society's decision-making, creating new events, phenomena, processes and, thus, creating a new social reality.

It is within the theory of self-organization of complex systems that one should consider the social purpose of the mass communication document. The object of the mass media studying is the society in all its diversity, which is typical of changes, importance and scale, which depends on the importance and scale of the factors of influence, mistakes in management. Mass-media, studying the origin, development and principles of organization creation (the essence of the phenomenon), occupy key positions in the system of social relations in performance of the following tasks: formation of the society as a complex whole with properties, which any of its parts possesses; the use of common approaches applied to many systems during the analytical processing of information about phenomena, where more intense external influences lead to a qualitatively new behavior of the system of social relations; establishment of a balance of public opinion with a transition from simple to complex, from lower to higher; formation and preservation of good organization, order in public relations; analysis of complex social processes of different nature, using new technological possibilities for that purpose.

A vivid example of the use of synergetic understanding of the realities of mass media practice is the interpretation of the essential nature of the technological convergence of the document as a communication product. A. Toffler's theory of the «third wave» implies the mandatory consideration of communication and technological transformations in social communications [5; 6]. Communication and technological transformations are vividly manifested as innovations in the internal functions of the individual mass media: it generates technological changes - that is why the problem of an individual strategy, individual line of behavior, individual innovation mood arises, due to which, no doubt, a strategic player works in his own target field, rarely becomes the target of strategies imposed by competitors.

The well-established ideological trends of understanding of the A. Toffler's theory of the «third wave» as the basis of technological revolution and technological convergence of the document as a communication product should be subjected to quite reasonable skepticism [4, p. 40 - 43]. If you analyze the discussions, the business endeavors and business

aspirations are fixated exclusively on electronic technology and some forms of technological products, fatalistic ideas that fenced off the attention of researchers from new communication capabilities of real publishing management. Interpretation of transformations in the era of technological revolution purely as the technical transformations moves away the society from understanding the «third wave» as a phenomenon of primarily cultural and spiritual process.

A key attribute of the technological revolution in the media sphere will then be co-creation, cooperation of all actors on a unifying value basis. In this case, the conceptual platform of media management technologies will seem to be synonymous with the abilities to operate the latest tools in journalistic practice. This will redirect the attention from technological means to the cultural and spiritual synergy of the media product, which can equally well be a printed document, and its electronic version - any social communication product (message, blog, media).

A synergistic, not a technological approach to social transformation opens up new communication and distribution opportunities. In the context of intellectual, creative, organizational efforts, transformational perturbations of a systemic nature may bring the mass media in the field of creating the mass communication document as an information product to a qualitatively better level compared to the level of contemporary discussions.

An internal factor considers the content of the mass communication document as a complex structural and dynamic narrative. The context of technological transformations forced us to offer a completely fresh approach to the mass media in modern scientific discourse as a dynamic narrative with complex structure. The challenge of updating the narratological discourse in the analyzed context is not accidental, since the study of media strategies under the conditions of synergetic transformations is largely conditioned by new possibilities of multiple theoretical modifications of the modern research process [10].

In the dynamic processes of human development, certain modes of cognition of reality, models of their expression in the narrative discourse are being formed. These models of narratives, through the use of social and communication

technologies, presentation of factual information, imposed certain limits on the perception of realities by the society [9]. At the same time, the global system-forming model of the consideration and use of any experience should serve us as the initial analytical position of the media narrative. The development of narratological concepts becomes fully justified in view of its ability to maximally assimilate another's identity and thereby provide conditional resistance to its own synergistic space.

The issue of "transition" typically determines the peculiarity of the current discourse. Jostein Gaarder, the author of the metanarrative theory, came into the communication practice not as a publicist, an expert, or an artist in words; he avoided the stages of studies and exercises in the skill of writing. Childish in their form, however, universal in content issues, mysteries of the inner universe of a person, the problem of existence here-and-now and everywhere-and-always - this is only a part of what makes the basis of a certain time space from Jostein Gaarder's standpoints [3]. Consequently, there is no issue of the sense of existence; there are contexts of ways and forms of giving specificity, harmony and perfection to this existence. Therefore, we consider synchronization of the planes of time and space, the projection on to the psychological aspects of comprehension of the nature of modern audience to be topical for the mass media as a narratological phenomenon.

Audience-related factor that determines the need to consider the evolution of multiculturalism of the society. The conflict of generations - and especially in the synergetic and technological dimension - leads, in the communicative sense, to the isolation of the audience, which is the bearer of technological perfection, the apologist of technicalization of social communications. Therefore, "third wave" in the mass consciousness is associated with the syndrome of "e-literacy", i.e. with such a way of the document phenomenon development when it, mastering high technology, is a direct factor of multiculturalism of the society. We will ignore the trivial globalization, we will consider it to be "a mysterious unusualness", since

it was globalization that led only to changes in the way of life of the global community.

Amorphous globalization does not add dynamics to stratified development, but a specific branch content of life. Therefore, the strategic value of the transformational aspects of the document phenomenon manifests itself in "electronic literacy", in that twist of the "third wave", through which the movement of mankind from the incunabula to the era of communication technology took only half a millennium, while the path from the first communication capabilities of mankind to the recorded communication creations - books - took several thousand years. Electronic literacy requires a new look at the processes of technologization of communication capabilities of societies, within which there are purely human dimensions of documentation culture.

Conclusions. The development of a holistic concept of the mass communication document functioning in the social and cultural space implies the need to consider the context of the mass communication document functioning using a synergistic approach to determining the role and place of the mass communication document in social transformations; consider the content of the mass communication document as a complex structural and dynamic narrative; consider the evolution of multiculturalism of the society.

The total dominance raises the issue of the content of the mass communication document as a synergetic and technological cultural phenomenon, the ultimate goals of the creation of which can be achieved through a specific strategy menu. The development and implementation of mass media content formation strategies features of the managerial phenomenon, which predetermines its special applied significance in influencing public consciousness, the formation of mass public opinion, and determination of electoral priorities. These intellectual, cognitive, social and communicative features transform the phenomenon of media content into a managerial phenomenon.

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РОЗКРИТТЯ ЗМІСТУ АРХІВНИХ ДОКУМЕНТІВ: ТЕЗАУРУСНИЙ ПІДХІД

Мета роботи. *Висвітлення можливостей розкриття архівних фондів за допомогою інформаційно-пошукового тезауруса. **Методологія** дослідження полягає в застосуванні таких методів, як логічний, аналітичний, хронологічний, описовий, які дають змогу розглянути архівні фонди через призму тезаурусного підходу. **Наукова новизна** роботи полягає у розкритті змісту архівних документів за допомогою інформаційно-пошукового тезауруса на прикладі Центрального державного архіву-музею літератури і мистецтва України. **Висновки.** Наведено приклади словникових статей для інформаційно-пошукового тезауруса Центрального державного архіву-музею літератури і мистецтва України. Запропоновано удосконалити розкриття архівних фондів за рахунок розробки і впровадження системи тезаурусів.*

Ключові слова: *архівний фонд, довідковий апарат, інформаційно-пошуковий тезаурус.*

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РАСКРЫТИЕ СОДЕРЖАНИЯ АРХИВНЫХ ДОКУМЕНТОВ: ТЕЗАУРУСНЫЙ ПОДХОД

Цель работы. *Освещение возможностей раскрытия архивных фондов с помощью информационно-поискового тезауруса. **Методология исследования** заключается в применении таких методов, как логический, аналитический, хронологический, описательный, которые позволяют рассмотреть архивные фонды через призму тезаурусного подхода. **Научная новизна** работы заключается в раскрытии содержания архивных документов с помощью информационно-поискового тезауруса на*