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MEMETICS AND FRAMING IN CONSTRUCTING THE VALUE-SENSE CONCEPTS OF THE MODERN SOCIO-CULTURAL SPACE

Purpose of Research. The purpose of the research is to analyse the ways of constructing value-sense concepts of the modern socio-cultural space by the means of memetics and framing. **Methodology**. The methodology of the research includes the analytical, axiological, culturological methods to study the framing and memetics as the fundamental methods of forming the socio-cultural reality and its value-semantic definitions. **Scientific Novelty.** The scientific novelties of the research are for the first time to find out the points of interaction of the memetics and the framing of the socio-cultural everyday space by the means of the communication and to prove their influence on the formation of the mass consciousness and value-semantic definitions of the representatives of society. **Conclusions**. The processes, which are occurring in various spheres of public life, are reflected in the texts of the mass culture. Everyone perceives any information through the prism of his own system of values. Materials that broadcast the "other" value system may be partially or even completely incomprehensible, unacceptable. It leads the formation of the neutral or negative ratings. Social phenomena and processes become the valuable ones, by their including into the system of subject-object value relationships. We can see the difference of the axiological meanings in the communication of the representatives of different ("alien") cultures, which differ in the specifics of the value orientations in the axiological sphere of the society. The development of the ability of critical thinking and rational attitude to the proposed values by the media space are important in the context of the intensification of the information flows. They are formed by means of framing and memetics. In addition, they are aimed at reducing the level of the thoughtless perception and imitation the information. The virtual or cyber environment focuses on the important events, aspects, and attitudes and gives them some estimations and involves them to a discourse, facilitating them by the analytical summaries of «experts» and «opinion leaders».
Key words: memetics, framing, frame, values, mass consciousness, communication.

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Меметика та фреймінг у конструюванні ціннісно-смислових концептів сучасного соціокультурного простору
Мета роботи – аналіз способів конструювання ціннісно-смислових концептів сучасного соціокультурного простору засобами меметики та фреймування. **Методологія дослідження** полягає в застосуванні аналітичного, аксіологічного, культурологічного методів у вивченні фреймінгу та меметики як основоположних методів формування соціокультурної реальності та її ціннісно-смислових визначень. **Наукова новизна** роботи полягає у тому, що вперше проаналізовано та віднайдено точки перетину та спорідненості меметики та фреймування соціокультурного повсякденного простору засобами комунікації та доведено їх вплив на формування масової свідомості та ціннісно-смислових визначень представників соціуму загалом. **Висновки.** Процеси, що відбуваються в різних сферах суспільного життя, віддзеркалюються в текстах ЗМК. Кожна людина сприймає будь-яку інформацію крізь призму власної системи цінностей. Матеріали, які транслюють «іншу» ціннісну систему, можуть бути частково або навіть повністю не зрозумілими, не прийнятними, що й зумовить появу нейтральних або негативних оцінок. Соціальні явища і процеси набувають статусу цінного, включившись у систему суб'єкт-об'єктних ціннісних відношень. Розходження ціннісних смислів особливо чітко простежується в ході комунікації представників різних («чужих») культур, які відрізняються специфікою ціннісних орієнтирів у аксіосфері соціуму. Важливим в умовах інтенсифікації інформаційного потоку є вироблення здатності критичного мислення та свідомого ставлення до пропонованих медіапростором цінностей, які формуються засобами фреймування та меметики, знижуючи рівень бездумного їх сприйняття та наслідування. Віртуальне або кібер-середовище фокусує певні важливі події, аспекти, відношення, надаючи їм певні оцінки, залучаючи їх до того чи іншого дискурсу, підкріплюючи аналітичними резюме «експертів» та «лідерів думок».
Ключові слова: меметика, фреймінг, рамка, цінності, масова свідомість, комунікація.

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Меметика и фрейминг в конструировании ценностно-смысловой концепт современной социокультурной пространства
Цель работы – анализ способов конструирования ценностно-смысловых концептов современного социокультурного пространства средствами меметики и фреймирования. **Методология исследования** заключается в применении аналитического, аксиологического, культурологического методов в изучении фрейминга и меметики как основных методов формирования социокультурной реальности и ее ценностно-смысловых определений. **Научная новизна работы** заключается в том, что впервые проанализированы и найдены точки соприкосновения и родства меметики и фреймирования социокультурного повседневного пространства средствами коммуникации и доказано их влияние на формирование массового сознания и ценностно-смысловых определений представителей социума в целом. **Выводы.** Процессы, происходящие в различных сферах общественной жизни, отражаются в текстах СМК. Каждый человек воспринимает любую информацию сквозь призму собственной системы ценностей. Материалы, которые транслируют «другую» ценностную систему, могут быть частично или даже полностью не понятны, не приемлемыми, что и обусловит появление нейтральных или негативных оценок. Социальные явления и процессы приобретают статус ценного, включаясь в систему субъект-объектных ценностных отношений. Различие ценностных смыслов особенно четко прослеживается в ходе коммуникации представителей различных («чужих») культур, которые отличаются спецификой ценностных ориентиров в аксиосферы социума. Важным в условиях интенсификации информационного потока является выработка способности критического мышления и сознательного отношения к предлагаемым медиапространством ценностей, которые формируются средствами фреймирования и меметики, снижая уровень бездумного их восприятия и подражания. Виртуальная или кибер-среда фокусирует определенные важные события, аспекты, отношения, предоставляя им определенные оценки, привлекая их к тому или иному дискурсу, подкрепляя аналитическими резюме «экспертов» и «лидеров мнений».
Ключевые слова: меметика фрейминг, рамка, ценности, массовое сознание, коммуникация

Actuality of Research. The modern socio-cultural space is unthinkable without an informational and communicative component, which is increasingly becoming a key tool in the forming of the mass consciousness. Moreover, it creates its flexibility, ability to think over, adaptability and relation. The information saturation causes the rooting in the constructing of the social reality by means of the media and their technologies, which become the superstructure of our objective reality. The framing of individual events and phenomena of life is one of the most

effective practices of the constructing the reality. Another manifestation of it is the creating the fake blocks of information that is a kind of informational intervention, which can affect the interpretation of real events. In general, the frames are considered as the forms of the social interactions, which mostly determine the content of these interactions and organise the people's life experience. So, the frames are the cognitive schemes, models of interpretation of the events, some patterns, which define the versions of the interpretations. These specific features of the framing allows us to use framing as a cognitive tool for constructing the socio-cultural and media narrative. It can be the means to substantiate the decisions and actions, to form stereotypes of the public opinion and human behaviour patterns.

The method of memetic influence is also the means and method of the purposeful influence on the system of value-semantic coordinates. It is aimed at the replication of memes as cultural and value units of information, which keeps the value sense as well as serves as a means of the symbolic designation. So, we should note that the formation of new / other meanings and value definitions / preferences and their symbolisation in the cultural space are being under the influence of the active applying of the above-mentioned methods as the means of the constructing reality in the medium of the media. Thus, the communication becomes a decisive factor in the structuring and dynamics of the society, where the conscious formation of the narrative-discursive context takes place.

Analysis of Researches and Publications. The issue of the study of the axiological component in the functioning of the informational and communicative environment and the interaction of the mass media with the social value system has been analysed in the works of the following scientists: foreign theorists – J. Habermas, S. Cohen, N. Luhhman, S. Hall, N. Stephenson , A. Kapto; Ukrainian researchers - A. Bashuk, V. Vladymyrov, O. Hrytsenko, N. Zrazhevska, V. Ivanov, S. Kvit, V. Korneev, N. Kostenko, O. Kuznetsova, V. Lizanchuk, J. Los', B. Potiatynyk, T. Prystupenko, V. Rizun, K. Seragym, O. Serbenska, Yu. Finkler, N. Shumarova; scientists of the near abroad abroad - V. Berezin, Y. Miroshnikov, T. Naumenko, L. Svitych, V. Sidorov, G. Solganyk, E. Pronin.

The purpose of the research is to analyse the ways of constructing value-sense concepts of the modern socio-cultural space by the means of memetics and framing.

Main part. The determinant nature of the information influence on a person, a society or a state means the formation of the social ideal, a national ideology and the abstract notions about the necessary attributes in various spheres of the human being. We can add the formation of the ideological principles of the system of the relations that can be assessed through the prism of such concepts as good and evil, truth and falsehood, beauty and ugliness, admissible and forbidden, justified and unfair, etc. In addition, the social values are the part of the individual psychological structure as the personal values, which are one of the sources of the behaviour motivation. The formation of value world occurs in parallels with the development of the society. So, we should to research the dynamics of the value aspects of the information interaction to optimise the forms of the social interaction.

The instruments of the media communication, determined by the logic of the civilization and technological development, have become the independent sphere with its own semiosis and values that define the vectors of the evolution of various fields of the society, including the axiological one. The meaning of the communication as a social process of the transferring of the values is very popular in the modern communication science. Thus, in the conditions of the information society «the communication really becomes an epicentre of the public and political life. Moreover, it is the source of the formation of the new forms of the social relations». In our opinion, it even can be a system or a kind of the element with the ontological status [5, 17].

The digital format of the newest means of the communication contributed to the renewal of the cultural paradigm, shifting our attention from the characteristics of the on-screen culture development to the network or digital one. However, the visual component is the priority for both of them. The informational and communicative space, created by the Internet network and its technological improvements, has transformed into the separate informational and socio-cultural space with its potential for cultural development and the production and distribution of semio-senses.

Analysing the communication as a movement of meanings, we should point out that the value orientation is one of the essential features of the social communication. The information, which is the main component of the communication, is the immediate carrier of the value meanings in the communication process. The activity of the MMC is axiological. So, it is aimed at the dissemination of the valuable information, systems of worldviews, structured according to a certain system of values. The main units of the organisation of the various interactions are values. Communication, which includes the values and orientations, becomes the special interest of the era.

The axiological component of the communicative processes at different levels of social reproduction is a decisive indicator of the spiritual state of the society, which allows us to study its viability in the future development. The value component of communicative relations is rooted in the system of the social values, produced in the process of development of a socio-cultural form and fixed in various social norms [9, 188].

The sociocultural space is one of the most important determinants of the axiological communication. Describing, the socio-cultural space as a multilevel and diverse phenomenon or the combination of culture and society, O. Shakirova, a scientist, emphizes that its basis and main dimension are values, which «frame the socio-cultural space, where the society exists with its norms, customs, traditions, social agents and other elements of sociality» [1, 141]. According to the researcher, the «monads» are the basic units of the sociocultural space and values that represent behavioural stereotypes, mental and language structures. They are reproduced by various generations and form the collective memory. The destruction of the value system inevitably leads to the elimination of these sociocultural units (monads) [11, 97].

New formats of the culture existence and its artefacts in the network determine the Internet technologies by the generating the new communicative practices. There are the radical rethinking of value-semantic dominant and the revision of the category in a digital environment. The Internet has substantially transformed the contemporary cultural space values by the immanent internal structure, which is characterized by a non-linear way of organizing the informational and communicative integrity of the Internet space. The Internet spreads the instant and multi-vector information, which gives huge dynamism to both values and anti-ones.

Due to the processes of globalization and cultural assimilation, the values of other socio-cultural fields penetrate into the value matrix of the society. The nature of the peripheral values is changing. It gives them an opportunity to get the independent status and significance in the socio-cultural space. This internal state of the axiosphere is called the rhizomming (in the terminology of Postmodern), modelled as a nonequilibrium entity. We can see it in the emergence of the new lines of direction and axioms-semantic «knots». Their results are «value formations and value transformations», which ultimately lead to the atypical, non-standard value point of view and its extension into a meaningful entity [11, 98].

The main tasks of the value are to support the social relations among people, to facilitate their identification, to help people in difficult life situations and to create the atmosphere of confidence in human relationships [2, 9].

The social values as the political and economic and cultural-spiritual ones, cooperate and define value and behavioural benchmarks of the representatives of the society. In general, the basis of the axiological sphere of the society is the vital values, designed to meet the needs of the individuals. Everything that acts as the object of human desire belong to the values. In addition, they are the universal ideal principles, which arise from the vital necessity to normalize the sociocultural existence [3].

Instability, destructive dynamics characterize the sociocultural chronotope of the present. They demonstrate the transitional state of the information age culture. Deforming the humanistic dominant values, it is a point of the bifurcation, doubling and re-loading of the cultural meanings and the axiological sphere of the society.

On the one hand, the availability of the electronic communication tools allow us to express our own opinions, judgments in social networks and other segments of the Internet, and to engage in discussion problems. On the other hand, the manipulative nature of electronic media is still present, where we can always give the desired one for the real. That is why there is the actualization of information wars, fakes in modern conditions. The latter are the means of distorting the reflection of events in order to be interpreted in the proper way. According to P. Aleksandrov, we may add more media-mystification, which is the artificially created events, designed exclusively for their spectacular media presentation. In addition, the media-mystification is a method of purpose-oriented design of the quasi-reality [1, 26]. The ways to achieve the goal are the technology of «information noise», changing or distorting the context, blurring the authors' intentions, the limiting of the automated filters. All of them are the challenges for the whole society, including the professional or expert environment [10, 243].

In addition, there are many other information-psychological technologies of influence, which are based on the practices of framing and knowledge of stereotyped behavioural models and scenarios, probable knowledge about typical situations and the expected development of the relationship of real and imaginary objects. The frames are the unconstructed forms of the social interaction, which determine its content (reality). The researchers state that these technologies become the tool of the manipulative influence and social control as well as the technology of generating associativity and value modifications [1, 143].

The main goal of the information wars is to change the characteristics of the social consciousness and the axiological sphere of the culture in the necessary direction. So, they rule the information flows. The result of this confrontation is the collision of the cultural strata and «the formation of the new information and propagandist anthropological reality» [7, 13].

In our opinion, the main elements of the information consumption should be the installation of a conscious understanding of it, the responsibility for the information, which means the ability to determine its quality, evaluate, and verify the correspondence of messages, the significance of the text and its fair sources. Today, all these skills should become the essential components of the information consumption culture and the system of public values.

The media environment, formed by the new communication technologies, has actively joined the process of the symbolic construction of the reality. There is the interpreter as a meta-semiotic construct in the process of communication and semantic relations among signs. It establishes the sign nature of the relationship between the sender and the recipient in the communication process. In her opinion, the process of interpreting the sign is the uniting the elements in a sequential chain that establishes the relations among different ways of using the original mark, as well as the possibility of its recognition in the communications. Thus, the communication participants convert the polysemantic message / text into the special process of the media game to decode all its meanings and connotations or give them new. It makes the process go up to the new level with the involvement of the new communicants. Consequently, all works, which exist in the context of the Internet communication, are dynamic, interactive and changeable.

Framing is one of the ways to present the information in modern media. It is the special classification of the background knowledge, existed in the users' minds. In the Internet space, the distribution of any information (which makes it actualized for a time) is fixed and marked by the signs of the hashtags. Therefore, we can create any kind of information resource to attract others to communication. At the level of the everyday understanding, the Internet space became the synonymous with the media virus or the viral communication. Its main element is the symbolically indicated information, which is manifested in the forms of memes (which can be interesting, entertaining, unusual, absurd and aimed at the attracting human attention), transmitted by people in the Internet without any participation of the state institutions. Analysing the viral information, the theorists admit that it has been existing for a long time. For example, gossips, folklore, sacred texts and other formulation with constant content operated according to this

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principle. However, due to the development of the Internet, we can see the rapid prosperity of such messages and the mechanisms of their dissemination [6, 161].

Finally, the dissemination of the viral memetic texts includes various aspects that indicate the virulence of the text content. The concept of virus includes both the immanent attractiveness of texts (memes) and the role of the external factors, including patterns of their perception. The features of the Internet memes are «high repeatability, the enormous distance of the form from the content, the flexibility of the framing, the intertextuality of its nature in the anti-textuality of its use procedures, forcing and emergency time, periodicity of its existence, etc. » [4, 119].

In the communicative space, the manipulations are determined by the functional characteristics of the memetic mechanism of constructing media meanings. They contribute to the formation of the focus of attention, which causes all external (contextual, cultural background, which are not the part of the horizon of coordinated, constructed (framed) events) to disappear (or to be irrelevant). The using of frame formations (frames) can be realized consciously and unconsciously, because it is based on the semiotic (sign) basis of the frame as the mental one. We can see it in various areas of public life and in the texts of the MMC. Everyone perceives any information in the light of its own value system and knowledge.

The scientific novelties of the research are for the first time to find out the points of interaction of the memetics and the framing of the socio-cultural everyday space by the means of the communication and to prove their influence on the formation of the mass consciousness and value-semantic definitions of the representatives of society.

Conclusions. The processes, which are occurring in various spheres of public life, are reflected in the texts of the means of the mass culture. Everyone perceives any information through the prism of his own system of values. Materials that broadcast the "other" value system may be partially or even completely incomprehensible, unacceptable. It leads the formation of the neutral or negative ratings. Social phenomena and processes become the valuable ones, by their including into the system of subject-object value relationships. We can see the difference of the axiological meanings in the communication of the representatives of different ("alien") cultures, which differ in the specifics of the value orientations in the axiological sphere of the society. The development of the ability of critical thinking and rational attitude to the proposed values by the media space are important in the context of the intensification of the information flows. They are formed by means of framing and memetics. In addition, they are aimed at reducing the level of the thoughtless perception and imitation the information. The virtual or cyber environment focuses on the important events, aspects, and attitudes, gives them some estimations, and involves them to a discourse, facilitating them by the analytical summaries of «experts and opinion leaders».

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