The Introduction of Information Technology in the Modern Media Environment

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Abstract: Background is that the large-scale introduction of computer technology the establishment of a global system of mass communication and the formation of a single information space become a major information and communication environment of modern society. The development of information and communication environment is not just technical and technological but also a social process because the development of information and communication technologies creates a new more effective forms of cooperation. Media environment becomes an integral part of modern society, encompassing social relationships at all levels. Now there is the formation of a social group whose members, mastering the new communication space, gain an advantage in the implementation of daily practices that can act as the basis for a new differentiation of social structure.

Key words: Mass media, communication, technology, information, methods

INTRODUCTION

The possibility of further progressive development of social relations in the system of mass communication as the practice of recent year not only depends on the pace of implementation of information and communication technologies but also on account of features of structural and functional organization of the information and communication environment. However, the absence of well-defined theoretical and methodological basis of the study of structural and functional organization calls into question the adequacy and quality of many applied research that in turn has a negative impact on the targeted development and improvement of information and communication environment. The main factors determining the importance and feasibility studies of structural and functional changes in information and communication environment are the following: the need for a sociological conceptualization of this direction of research and the need to transition to a social communications strategy of development through information and communication technologies, eliminating or at least reducing social role of the level of involvement in this environment.

From the standpoint of the topic of research interest are the processes and communication structures the activities of mass media (including media and mass communication) problems of informatization, formation of information and communication environment the conceptual foundations of the information society. Comprehension of the concept of "communication" contributed behaviorism X. Lasuella, K. Lovland,

E. Janice, G.G. Kelly, JB Uotsonal; transmission and exchange of information theory wiener, Q. Iver, ursula A., Shannon, structural and functional analysis of T. Parsons; GM concept of social perception Andreeva; ethno methodology G. Garfin kelya; conversational discourse; verbal and communicative direction K. Cherry; the theory of social exchange homansa J.; theoretical and methodological foundations for the study of information and communication environment lies in the concept of the information society (Daniel Bell, Brzezinski, U.S. Dayzard, M. McLuhan, Stouner T., A. Touraine (Bell,1986).

MATERIALS AND METHODS

The development of new information and communication technologies is an important feature of the transition to an information society. Internet as information technology and form of social organization used in many countries and embodies them in the information age. Any leader, operating in a modern country, considers it his duty to speak primarily about the development of information technologies and the information society. Today, none of the mass media (newspapers, radio and television) can not do without constant reference to the Internet. This happens for several reasons. First, the Internet has become firmly established in the life of many people (at least in developed and developing countries); secondly, it does not only claim but it has taken a very serious gap in many sectors of society-business, politics the sphere of mass communications, interpersonal exchange of information. The aim of the study is to analyze the specifics of the

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development of online media including the rapidly developing in recent years the blogosphere. And given the prospects for the introduction of new mobile technologies in the system of media and communications. (Vartanova, 1999).

The object of research is the online media, received a rapid development in the cyberspace blogs and content distributed via mobile phone (the newspaper in a mobile phone, mobile TV). The subject of the study is to identify the role of information and communication technologies in the development of new media that allow to allocate them in a separate group of media resources, having both common to all the media features and typological and profile differences. The subject of study also includes new developments in the field of communications which include blogs and mobile phone channels. This research is dedicated to the following objectives: Consider the most important theoretical approaches to the study of the information society and new media identified as the main features of mass communication are shown in the field of online media; identify the causes of media structures in the group of online media. Trace the history of the development of the Internet and online media; characterized internet audience analyze the features of online media, trends, prospects and problems of development. Conduct a comprehensive empirical study of online media on large samples. Search role of modern information and communication technologies as a factor in the transformation of the social environment and changes in the media, determine the nature of the impact that mobile technology blogs on the development of society. Based on the results of the study to forecast the impact of the main trends of modern information and communication technologies to the development of media.

The advent of new technologies compels to change the idea that such a mass communication. In addition to print, television, radio came the Internet and mobile communication which contribute to the convergence of the media, i.e., integration of information and communication technology platforms-computer, televisions, phones and transmitted their information products. The last decade has seen the expansion of the system of the media due to the rapid development of a new type of media-Internet media. A new stage of technology development has given mankind broadband Internet and mobile data providers has had a serious impact on the communication behavior of the audience of all the media. Modern information and communication technologies occupy a leading position in the list of factors that influence the development of the information society. Their impact on the social development trend

is evident worldwide. Like other countries, Kazakhstan is also heavily influenced by new information and communication technologies and now a new specific information and communication environment (Vartanova, 2003).

In this research were considered the most important theoretical approaches to the study of the information society and new media as well as the history of the segment of the global Internet and online media of the country has been investigated. In addition, in order to clarify the specifics of online media analyzed the Internet media monitoring based on websites for the following characteristics: interactivity, hypertextuality and multimedia as they are the main unique features of online media which are realized exclusively in the new information and communication medium the Internet. It was also investigated the role of modern information and communication technologies in the development of society (Vartanova, 2002).

RESULTS AND DISCUSSION

Information explosion of the 20th century would have been impossible without significant changes to the ways and means of transmission and receipt of social information. Primarily, this is due to the emergence and development of technical means from prints to contemporary global information systems. Today, the media is a specific infrastructure, organized on the basis of information and telecommunication technologies and intended for the storage, transmission, processing large data arrays. Now a days, create rich information and communication environment which being the place where synchronize their interaction a variety of social actors, capable of the most commonly provide social interaction. (Bokarev, 2000). It is necessary to recognize the media a relatively independent system, having a plurality of constituent elements: content, features, forms, methods and specific levels of the organization. Its historical development has led to the development of information and communications environment as semistructured socio-technical system involving interdependent social actors, coordinating and matching their joint activities for the storage, transmission and processing of information by information and telecommunication technologies.

CONCLUSION

So, it turned out that information and communication technologies are important for the evolution of the media. However, an active media development based on new technologies contributes to humanitarian growth of

society the growth of social, economic and political activity. Proof of this is the active use of new technologies in the exchange of information during emergencies. Based on documented trends present in the field of online media you can make a prediction of further development of this type of media. In general, it is safe to assume that progress in this area will depend on the further development of information and communication technologies, access to computer technology to a wider audience, the state regulatory policy areas of online media, commercial effectiveness of media projects. Presumably, the online media will begin to more actively use multimedia presentation content. The increase in Internet users of course, increase the size of the blogosphere there will be the commercialization. With the introduction of mobile devices of new generation, along with an increase in the transmission of content online media rate and an increase in their numbers begin to develop mobile television will increase the exchange of message. Leading impact on the world of online media will have the interests pursued by the creators of online media: their desire for economic viability and influence in the political sphere.

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