

COGNITIVE-COMMUNICATIVE TRANSFORMATION OF THE PERSON IN THE CONTINUUM OF THE INTERNET NETWORK

Kutsepal S. V., Yeremenko O. M.

INTRODUCTION

It is impossible to imagine the reality without the Internet, social networks and different machines that changes the natural environment of human beings, influences the formation of worldviews and creates a new space-time continuum – a virtual reality, organized on the principle of rhizoma, and they also generate the emergence of new technological means of communication. “In the information society, there is not only a change in production, but also in the whole way of life: cultural leisure is becoming more important, and interest in material values is declining. The main specific feature is the production and consumption of intellect, knowledge, and as a result – the increase of share of mental work. The human being is required to be able to create, and the demand for knowledge increases. Therefore, the human being in the information society is placed in a framework that requires its rules of communication (Naumova, 2012).¹

If the beginning of the XX century is characterized by a “linguistic” turn when speaking is at the center of philosophical reflection, the beginning of the twenty-first century is already characterized by a new turn – “digital” or “network”, when signs receive a completely different semantic load, and the process of communication

¹ Naumova D.N.(2012) O procesah komunikacii sovremennogo obshchestva [On the processes of communication of modern society] *Uchenye zapiski Orlovskogo gosudarstvennogo universiteta, Series: Gumanitarnye i social'nyenauki*, pp. 139-141.

turns into an interaction with the computer screen. “Virtualization of space is an inevitable solution to the problem of information explosion. A person has gained access to a huge amount of information, has found the ability to instantly exchange products of intellectual work” (Naumova, 2012)².

There is an erosion of printed sources of information, the way of translation and perception of information is transformed, the book culture is replaced by the screen culture because the book in the library by the number of marks on the order significantly loses to the number of likes, which the message on the Internet receives. The linear text gives way to the rhizomatic text, the attributive features of which are decentralization and fragmentation.

1. Virtual Reality is an alternative space of being of the 21st century

The picture of the world disintegrates into fancy fragments, the worldview from the whole and the organized turns into a “clip”, “file”, the main cognitive load slips out of the educational-scientific sources of classical sense and finds itself in the field of virtual network where conformity to truth is no longer a fundamental factor, so there is a high probability of obtaining so-called zero knowledge.

“The phenomenon of virtual reality has become a quite natural stage in the process of evolution of visual communication through media. Today, almost every subject of communication is an active participant of virtualization of communication, management, art, economics, space, money, politics, aesthetics, etc. We can state that the phenomenon of the virtualization gravitates towards worldview and identification status. A special virtual worldview is formed, pushing the boundaries of human abilities and experience, by means of its penetration into the space of

² Naumova D.N.(2012) O procesah komunikacii sovremennogo obshchestva [On the processes of communication of modern society] *Uchenye zapiski Orlovskogo gosudarstvennogo universiteta, Series: Gumanitarnye i social'nyenauki*, pp. 139-141.

specific non-material influence and the second, non-linear flow of time” (Pryahina, 2018)³.

Virtual reality is rapidly developing and has a significant impact on the development of all spheres of public life, defines the vector of individual self-improvement and self-development of a human being, provides the means and schemes of the transformation of nature, significantly expands the horizons of cognitive and scientific activity. However, along with the obvious advantages, which in cognitive terms the virtual space of the network provides, threats that await people, their mental state in the seductive rhizomatic space of the Internet are undeniable. “Symbolic images and signs, in which the modern man is immersed, have a minimal relation to real life and blur the boundaries of authenticity and fiction” (Badmaev, 2018)⁴.

Virtual reality is a space of existence of simulacra, copies, ersatzers of various qualities. “The processes of simulacra” (J. Baudriard) lead to leveling, the disappearance of reality, replacement of real life and real emotions only with their pale copies. “Carnivals, irony, non-serious attitude even to the traditionally serious things (life, death, birth, beauty and goodness, love, family) form the culture where the simulacrum as a model, changing depending on the purpose of application, and polyontology create multiple reality” (Belyaeva, 2018)⁵.

The tops of our existence is a world in which there is an overabundance of information with a simultaneous lack of meaning (J. Bodriard), which results in the structuring of the sphere of cognitive activity. “Reality becomes visibility, filled with all kinds of images

³ Pryahina A.V. (2018) *Novye tekhnicheskie sredstva kommunikacii v transformacii medijnoj kul'tury informacionnogo obshchestva* [New technical means of communication in the transformation of the media culture of the information society] *Znak: problemnoe pole media obrazovaniya*, pp. 80-85.

⁴ Badmaev V.N., Dzhevakova A.M. (2018) *Postmodernistskoe mirochuvstvovanie sovremenno informacionnogo obshchestva* [Postmodern worldview of the modern information society] *Vestnik AGU № 2* (219), pp. 141–148.

⁵ Belyaeva L.A., Novikova O.N. (2018) “Chelovekigrayushchij” v epohupostmoderna. [“The man playing” in the postmodern] *Idei i Idealy, № 3*(37), pp. 82-91.

through which an individual perceives information. There is a substitution of the signs of the real for the real” (Badmaev, 2018)⁶.

Essential transformations also capture the sphere of scientific and cognitive activity, since in the network you can find a huge array of (scientific) information, which has nothing to do with science, far from the concept of “truth”. It is a kind of “empty” form, devoid of any sense, capable of producing only zero knowledge, but extremely attractive at first sight.

It should be noted that the propagandist discourse of “post-truth” is organically integrated into the post-modernist worldview. Contrary to the postmodern irony of any truths, attention should be paid to a specific paradox of the truth that resembles the well-known paradox of a liar. Let us consider the statement: “The truth does not exist”. Is it false or true? Let us suppose that it is false. Then the truth exists because it is wrong that the truth does not exist. Let us assume that it is true. Then again, the expression “the truth does not exist” is false because there is at least one truth, which is that the truth does not exist. So, anyway, the expression “the truth does not exist” is false.

Information flows permeates all spheres of social functioning, and when it is necessary they are turning into information “tornadoes” (especially demanded in the periods of preparing the consciousness of the population for the change of political elites). These “tornadoes” have a manipulative influence on the consciousness and moods of the electorate, form a picture of reality on predetermined parameters in an axiological matrix that is beneficial for a customer.

The Internet environment offers endless possibilities for obtaining information, the volume of which depends only on the basic training of the person who collects this information. For example, if a person has a sufficient degree of knowledge of foreign languages, they have considerably more resources, the processing of which will ensure the

⁶ Badmaev V.N., Dzhevakova A.M. (2018) Postmodernistskoe mirochuvstvovanie sovremennogo informacionnogo obshchestva [Postmodern worldview of the modern information society] *Vestnik AGU* № 2 (219), pp. 141–148.

removal of appropriate cognitive entropy. However, it should be remembered that the availability of information on the web carries a risk of misunderstanding, as it is difficult to identify true information from false information.

The ways of searching and receiving information are also exposed to essential transformations. Accordingly, the forms of cognition and thinking are changing; the personality loses the usual sense of reality, plunges into the alluring world of virtual existence, which waits for him or her behind the shimmering screens of various gadgets. “A contemporary can't imagine his life without a gadget, a cell phone or the Internet. He is transformed from a human playing – homoludens – into a human homomobilis (to quote A.V. Golovnev), living thanks to information technologies (communications, transport, information) that have changed his ways and forms of activity... “Searching” the sites, he satisfies the eternal craving for innovation, impressions, the change of circumstances and situations. He gets used to the duality of space (so typical of game situations) when everything that happens is simultaneously perceived as real and unreal. Personal communication is more and more replaced by virtual content, a publication with a natural ability to replicate (tweet, tell friends, share in a group, etc.)” (Belyaeva, 2018)⁷.

Chats and forums, blogs and Youtube channels confidently push to the sidelines of everyday life not only live communication with friends and family, but also familiar educational models and techniques, which undoubtedly have a negative impact on the formation of personality. However, it has a positive impact, because there are many opportunities for self-education and self-improvement.

There is a kind of anthropo-axiological turn in education, a sign of which is the increasing role of the subjective factor. In other words, there is an axiological, anthropological and humanitarian reorientation of the educational process because now it is necessary to form not an

⁷ Belyaeva L.A., Novikova O.N. (2018) “Chelovekigrayushchij” v epohupostmoderna. [“The man playing” in the postmodern] *Idei i Idealy*, № 3 (37), pp. 82-91.

“abstract individual”, a “screw” in a certain social system, the attributive features of which were discipline and responsibility to the requirements of society, but a creative, mobile personality in the plural of his abilities and skills. The problems of self-development and self-education of the personality are updated. “Conscious self-development is one of the ways of self-assertion. Under the conditions of the spread of individual freedom and responsibility, self-development becomes not only a necessary but also an irreplaceable subjective factor of its formation and development, socialization and individualization. Without conscious, volitional self-development of an individual, integrity and social maturity of the individual cannot be achieved” (Myronchuk, 2013)⁸. This determines the necessity of qualitative changes in the educational process, the wide use of innovational technologies and the newest methodological approaches, the attraction of information technologies that are able to provide training of high-qualified specialists ensuring welfare and prosperity of the country. But only changes in the educational process are not enough. The problem of forming a new image of a pedagogue is being updated. This pedagogue is aware of cognitive, axiological, praxiological needs of the generation, which was born in the era of globalization, post-modernism and total consumption and is able to accept significant amounts of information, but requires skills to analyze it. That is why the problem-solving style of thinking and the ability to analyze information and highlight the main one become so much in demand.

2. Transformation of communication processes under the influence of the Internet

In the conditions of information infinity, the new picture of the world is forming, and therefore self-realization becomes the vector of

⁸ Myronchuk N.M. (2013) Profesiino-osobystisnyi samorozvytok maibutnoho pedahoha: sutnisni kharakterystyky ta shliakhy formuvannia [Professional-personal self-development of the future teacher: essential characteristics and ways of] *Novi tekhnolohii navchannia: nauk.-metod. zb.*, Kyiv, № 76, pp. 209-214.

the orientation of the personal growth in the transient social environment. Self-realization is “the process of the most complete revealing and introduction by people their possibilities, the achievement of the planned goals in the solution of personally significant problems that allows as much as possible to realize creative potential” (Vatkovska)⁹. Through self-actualization, the person is able to transform the environment according to his or her needs, interests, and opportunities. “The need for self-actualization is the highest in the hierarchy of needs. As a result of its satisfaction, the person becomes the one he or she can and should become in this world. The main purpose of a human being is determined together with the creation of his or her personality, his or her self-concept” (Vatkovska)¹⁰. At the same time, there is a growing demand for such personality qualities as independence, flexible thinking, creative approach to solving problems, tolerance, responsibility for his or her behavior, ability to work in a team and make joint decisions.

All of the above-mentioned actualizes the emergence of a new form of learning, which, according to J. Bech, “should be focused on developing the ability to transform information into knowledge, and knowledge into actions. This implies the ability to make decisions about what to look for, how to look for, how to process and how to use the things that have been found, to be able to accomplish the tasks that prompt to searching of information” (Bekh, 2017)¹¹.

Another threat is that the person that is immersed in the Internet-web risks to become a knowledge collector. Instead of using

⁹ Vatkovska M.H. Samorealizatsiia osobystosti: sprobа filosofskoho uzahalnennia [Self-realization of personality: an attempt of philosophical generalization] *Hileia*, № 134, pp. 261-264.

¹⁰ Vatkovska M.H. Samorealizatsiia osobystosti: sprobа filosofskoho uzahalnennia [Self-realization of personality: an attempt of philosophical generalization] *Hileia*, № 134, pp. 261-264.

¹¹ Bekh Yu. (2017) Smyslohenez yak systemoutvoriuiuchy chynnyk morfolohii merezhevoho suspilstva [Sense ogenesis as a system-forming factor in the morphology of a network society] *Nova paradyhma* № 132, pp. 3-14.

what this person has learned, he or she wants to receive as much information as possible, and the quality of what he or she has learned is substantially inferior to the quantity. A paradoxical situation is created when becoming more educated a person does not become an intellectual, information does not transform into knowledge, the cognitive abilities of a person are leveled, in particular the ability to critically analyze information. In the language, the computer slang starts prevailing.

The role of the Internet in the process of socialization and personality formation is significantly increasing, wherein the personality formation is determined by the following factors:

1) The Internet becomes an almost endless source of information, promotes the expansion of the cognitive personal horizon, and transforms the value system and worldview orientations;

2) it provides unlimited opportunities for communication;

3) it forms both individual position and public opinion.

At the same time, it is important to remember that the Internet is a continuum of Text, where the constant virtuoso play of what it is and what it is meant is perceived as the norm, semantics is enigmatical, codes and ciphers are dominant over the meaning and common sense. “In the written and book era, the text contained the most important spiritual values of culture and society. However, in the XXI century, the book text loses its exceptional importance because it ceases to be morally canonical. Today, the new media text is different: it can be understood as a changeable object that is transforming and containing references to other texts, as an object that can be mistaken and therefore can be corrected (Pryahina, 2018)¹². Here we should remember the paradoxical thought of L. Tolstoy, who in his novel “War and Peace”

¹² Pryahina A.V. (2018) *Novye tekhnicheskie sredstva kommunikacii v transformacii medijnoj kul'tury informacionnogo obshchestva* [New technical means of communication in the transformation of the media culture of the information society] *Znak: problemnoe pole media obrazovaniya*, pp. 80-85.

called printing “a powerful weapon of ignorance”! It is hard to imagine what the great writer would say about the Internet. Therefore, it is not surprising that communication on the Internet is carried out without taking into account the requirements of laws and principles of logic because in this “proteus space” of the network (J. Baudriard) we can juggle not only masks, nicknames, avatars, but also senses, strengthening or even leveling the senses depending on the purpose of the communicative act.

In a virtual world ruled by anonymity, interactivity, fragmentariness, simulacra lost their illusiveness a long time ago, and turn into ordinary and convenient ontological-existential matrices, disseminated and understandable clichés thanks to which a new worldview paradigm is creating and a new dimension of being – virtual being is forming. “A person's virtual existence makes him or her dependent on the sociocultural and anthropological sense. It forms an attitude to life as a game in which it is possible to easily change situations and receive diverse sensations and emotional states” (Belyaeva, 2018)¹³. All these factors lead to the fact that real communication based on rational principles can quickly succumb to virtual communication, which is extremely mobile. For virtual communication, there are no space-time limits, so it quickly spreads to all spheres of life of a person as well as the society.

“Modern society is too large for direct contact between its members, therefore communication is mediated by social institutions, organizations and the devices that transmit and receive information. Means of communication, besides their direct purpose, serve secondary purposes: create images and stereotypes, form an ideology, promote the sale of goods through advertising. Control mechanisms are changing. A human gets used to being constantly controlled because we do not

¹³ Belyaeva L.A., Novikova O.N. (2018) “Chelovekigrayushchij” v epohupostmoderna. [“The man playing” in the postmodern] *Idei i Idealy*, № 3 (37), pp. 82-91.

always understand what the controlling device is. Accordingly, new behavioral skills are being developed” (Luhynyna, 2016)¹⁴.

CONCLUSIONS

Internet communications become the dominant communicative model. Internet communications “are technologies of information design and realization of communicative goals of traditional forms models and types of communication that have emerged as a result of attracting new extra-linguistic (social, political, historical, ethnic, cultural communicative and medial) factors and realities to the communicative space (computer and computer networks)” (Bilan, 2015)¹⁵.

“The Internet is a universal channel of communication; it is accumulating the possibilities of all mass media and creating opportunities for communication in a new environment. The Internet initiates changes in the social structure of society, creating new communities united by new characteristics” (Bilan, 2011)¹⁶ In terms of resources and heuristic-communicative potential, production and retransmission of information, the great importance of the Internet is certainly a perfect tool for cognition, communication and production, but there is a narrow line between positive and negative consequences of the network. The temptation to provide the virtual image with hypertrophied meaning is dangerous for the society as well as for a person. Considerable collisions, intellectual and emotional-existential alienation, the domination of computer reality objects over objects of the natural world can become the consequences of the above-mentioned temptation. One more danger is that unreliability of those masses of information that

¹⁴ Luhynyna A.H. (2016) Modeli setevykh obshestv v postindustrialnykh iinformatsionnykh koncepciyah [Models of network societies in postindustrial and informational concepts] *Scientific journal KubGAU, № 120 (06)*.

¹⁵ Bilan N. (2015) Osoblyvosti Internet-komunikatsii [Features of Internet communication] *Naukovi zapysky instytutu zhurnalistyky, Vol. 59, pp. 51-54*.

¹⁶ Bilan N. (2011) Internet yak prostir riznykh vydiv sotsialnykh komunikatsii [The Internet as a space for various types of social communications] *Aktualni problemy mizhnarodnykh vidnosyn, № 103(1), pp. 46-50*.

are received thanks to the Internet, generates hyper-criticism and promotes the gradual formation of value orientation of almost total distrust to any source of information.

It is interesting that hyper-criticality is becoming a kind of protest against manipulative media technologies. Once, one of the authors conducted in-depth interviewing with the participants of the events in Lugansk 2014. To the question “Did you differentiate the truth from lies in the flows information? a respondent replied: “The most important principle is not to believe what you have not seen by yourself. And even sometimes do not believe what you see”. It should be emphasized that this opinion was expressed not just by a participant of the events, but by a fighter of a volunteer battalion.

To conclude, thanks to Internet resources and communication in the network space, there is not only the formation of scientific systems and the creation of scientific strategies, but also the danger of losing cognitive capital and the transformation of the person who is cognizing to the information collector.

SUMMARY

The article deals with the influence of the Internet and social networks on the basic spheres of human life. First of all – communicative, cognitive, social. Virtual reality is analyzed. Signs receive a different semantic load. The communication process becomes an interaction with the computer screen. The argument about the formation of a “clip”, “fragmentary” outlook, which replaces a holistic, organized outlook. It also proves that the ways of finding and obtaining information are also subject to significant transformations, and the forms of cognition and thinking change accordingly.

REFERENCES

1. Naumova D.N. (2012) O procesah kommunikacii sovremennogo obshchestva [On the processes of communication of

modern society] *Uchenye zapiski Orlovskogo gosudarstvennogo universiteta, Series: Gumanitarnye i social'nye nauki*, pp. 139-141.

2. Pryahina A.V. (2018) Novye tekhnicheskie sredstva kommunikacii v transformacii medijnoj kul'tury informacionnogo obshchestva [New technical means of communication in the transformation of the media culture of the information society] *Znak: problemnoe pole mediaobrazovaniya*, pp. 80-85.

3. Badmaev V.N., Dzhvakova A.M. (2018) Postmodernistskoe mirochuvstvovanie sovremenogo informacionnogo obshchestva [Postmodern worldview of the modern information society] *Vestnik AGU* № 2 (219), pp. 141-148.

4. Belyaeva L.A., Novikova O.N. (2018) "Chelovek igrayushchij" v epohu postmoderna. ["The man playing" in the postmodern] *Idei i Idealy*, № 3 (37), pp. 82-91.

5. Myronchuk N.M. (2013) Profesiino-osobystisnyi samorozvytok maibutnoho pedahoha: sutnisl ikharakterystyky ta shliakhy formuvannia [Professional-personalself-development of the future teacher: essential characteristics and ways of] *Novi tekhnologii navchannia: nauk.-metod. zb.* Kyiv, № 76, pp. 209-214.

6. Vatkovska M.H. Samorealizatsiia osobystosti: sproba filosofskoho uzahalnennia [Self-realization of personality: an attempt of philosophical generalization] *Hileia*, № 134, pp. 261-264.

7. Bekh Yu. (2017) Smyslohenez yak systemoutvoriuiuchy chynnyk morfolohii merezhevoho suspilstva [Senseogenesis as a system-forming factor in the morphology of a network society] *Nova paradyhma* № 132, pp. 3-14.

8. Luhynyna A.H. (2016) Model isetevyh obshestv v postindustrialnyh i informacionnyh koncepciyah [Models of network societies in postindustrial and informational concepts] *Scientific journal KubGAU*, № 120 (06).

9. Bilan N. (2015) Osoblyvosti Internet-komunikatsii [Features of Internet communication] *Naukovi zapysky instytutu zhurnalistyky*, Vol. 59, pp. 51-54.

10. Bilan N. (2011) Internet yak prostir riznykh vydiv sotsialnykh komunikatsii [The Internet as a space for various types of social communications] *Aktualni problemy mizhnarodnykh vidnosyn, № 103(1)*, pp. 46-50.

Information about the authors:

Kutsepal S. V.,

Professor, dr hab.,

Professor at the Department of Theoretical
and Legal Disciplines,

Poltava Law Institute

of Yaroslav Mudryi National Law University

5, Pershotravneviy prosp., Poltava, 36011, Ukraine

ORCID ID: orcid.org/0000-0003-3804-6031

Yeremenko O. M.,

Prof. dr hab.,

Head of the Department of Philosophy,

National University Odessa Law Academy

23, Fontanska str., Odessa, 65009, Ukraine

ORCID ID: orcid.org/0000-0002-2922-0643