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COMMUNICATIVE FEATURES
OF THE INFORMATION SOCIETY

In the XX century, the linguistic aspect of communication started to attract more and more attention from scholars. Communication is the interaction between the subjects of interconnection, the exchange of information between these subjects [1, p. 43]. Society directly depends on communication. After all, the communication process includes aspects that help it evolve. The dynamic development in all spheres of public life is also associated with the development of communication. It is easier today to find and share information.

There are different types of communication. According to the number of people who conduct communication, interpersonal, group, and mass communication are distinguished. Interpersonal communication is carried out directly between two participants. Group communication is the exchange of information in groups of 3 to 30 people. Mass communication involves many people (for example, various conferences and meetings with a number

of participants exceeding 30). Radio, various performances, films, periodicals, books, television, social networks, etc. also contribute to the mass dissemination of information [2].

Communication requires certain conditions to be met. Among them, we can note the following: participation of at least two people in the communication process; a message, that is, information that will be shared; the use of a communication channel, that is, how information will be distributed; and feedback when the addressee responds to the addressee's message [3, c. 291].

The technical revolution led to the emergence of the information society. Humanity felt the need to collect and transmit information on a large scale. It caused the creation of systems that form a network of the latest communication technologies. They can store, reproduce, and transmit information in various ways for perception. A person needs to receive information quickly that will turn into knowledge. Sociologists have identified this phenomenon and introduced the concept of Information Society. The information society is a concept of a post-industrial society, a new historical phase of the process of social growth, in which all stages of using information become ways of activity in all social spheres [4]. The information society cannot exist without daily replenishment of the information bank, so it uses various means of obtaining knowledge ranging from traditional media to electronic resources. Digital technologies have a distinct impact too. Their advantages are ease and accessibility of use. A modern person has his/her own gadget and connection to the World Wide Web, and thus his/her capabilities are much greater than a few centuries ago. There is open access to up-to-date and popular information anywhere. The disadvantages of information and communication resources are that not all such information is always true. The importance of selecting the key confirmed information contributes to the successful growth of a member of the information society. After all, in modern realities, information prudence and relevance are very much appreciated.

Communication has a direct impact on post-industrial society and an appropriate purpose for its development. The development of communication itself causes positive dynamics in human life. After all, under such conditions, people become more educated, they feel secure and confident in the future. However, this will happen only with the democratization of communication. Thanks to communication, people realize themselves as individuals, form part of the mechanism of the modern form of existence, and develop humanity as a whole [5, c. 161].

Generation Z – Centennials – has a special communicative specificity of the adaptation. These are people born between 1995 and 2012. They form

the modern information society. Generation Z is trying to keep up with scientific progress and is skilled in the latest means of communication. They cannot imagine their life without gadgets. They do not know life without technology, which makes life easier for them. Centennials are rapidly adapting to new changes, including those that have taken them by surprise due to the coronavirus pandemic. Under these circumstances, face-to-face communication is excluded from the generally accepted ways, so communication has switched to online mode. It is a special form of communication when people interact with each other on the Internet; they communicate through the exchange of symbolic and/or multimedia messages [6, c. 119]. People around the world have started using platforms such as Google Meet, Zoom, Teams, Skype, etc. for remote information exchange to save their lives and health.

Studies, work, and even personal life have changed their focus into almost total online communication. These are forced measures, and Generation Z handled them best. The problem with online communication is the lack of awareness of modern technologies. The development of the information society depends on those who have the latest tools. However, this advantage of 'artificial' communication has its drawbacks. Centennials have certain gaps in their real-life communication skills. It is more difficult for them to communicate in person, conduct a conversation correctly, and even make new friends; it is easier for them to express their opinions in personal blogs on social networks, but when it comes to public speaking or polylogue, Generation Z loses its communicative vigilance.

There are also positive aspects of the development of modern communicative phenomena by a new generation. They come up with certain reductions, abbreviations, and nonverbal means for written communication online. These things have greatly facilitated the modern rhythm of life. The expertise of stylistics and lexicology studies is increases, which is caused by updates and the enrichment of internet communication tools.

The latest style of communication interaction of the information society requires additional emotionality. A special need for emotions is found in the approach of internet communication. Emotions have the main position as the involuntary component of communication. They begin to actively participate in the stage of information awareness and evaluation. There is a need for an emotional reaction to understand the intentions of the person. An emotional response is a person's reaction to specific circumstances that arouse or activate an interest or need [7, c. 3]. An emotional reaction is a manifestation of an emotion or a whole complex of emotions.

Modern scientists distinguish up to ten basic emotions. Carroll Izard presented a classification that received universal recognition. According

to his research, there are ten main manifestations of emotions; among them, there are negative and positive: interest – encourages and organizes to maintain contact; joy – a positive perception of the situation, responsible for pleasure; surprise – a reaction to circumstances, can be both positive and negative; distress – an emotion that expresses an understanding of rejection or detachment from what you want; anger – a manifestation of anger, can be from a rejection of someone else's point of view; contempt – emotional detachment from the subject; disgust – consists in a significant difference in understanding; shame – a premonition of negative circumstances; fear – a reaction to a sense of danger; guilt – a sense of humiliation of the understanding and principles of the individual [8]. Communication cannot be separated from emotions; the very act of communication and the participants in communication cause different states and relationships. Emotions characterize the attitude to the interlocutor and contain a cognitive function in the perception of the world [9, с. 156]. They are a feature of the communication of the Information Society as a confirmation of human development. The Information Society is taking the initial steps of its formation. Dynamic changes, which arise as a result of the actions of a modern individual, lead to the inexhaustible nature of this issue. There will always be some insufficiently justified part that will attract the attention of many researchers. Scientific observations on the manifestation of emotions in the specificity of communication in the information society may change along with the expansion of the sphere of communication in a global sense.

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КОНЦЕПТУАЛЬНА МЕТАФОРА *НАЦІЯ ЯК ОСОБА* В СУЧАСНОМУ ПОЛІТИЧНОМУ ДИСКУРСІ

Прагматичний аспект політичної мови проявляється в переконанні слухачів у справедливості, щирості, об'єктивності висловлюваної думки, а отже потребує прозорості та загальної зрозумілості. Політичні промовці використовують різноманітні лінгвістичні інструменти, щоб зробити повідомлення переконливим та зрозумілим для слухачів, апелюючи при цьому до емоцій та потреб авдиторії. Використання метафори – найбільш відомий інструмент для переконання та пропаганди в риторичній практиці політиків. Поширеною є думка щодо мети політичних промовців як виключно маніпулювання слухачами через посилення або утримання своєї впливовості. А звідси – акцент не на інформуванні, а на переконанні, експресії, приголомшенні слухачів.

Безумовно, у такому випадку йдеться про *представлення* події мовцем, і концептуальна метафора тут виявляється найбільш придатним ресурсом, оскільки має величезний потенціал щодо інтерпретування. Таким чином, подія як факт дійсності ніби загортається в обгортку, якою є створена мовцем метафора. На цьому етапі подія вже втрачає певну частину своєї істинності. Подальші збитки відбуваються в процесі її реінтерпретування слухачем залежно від його інтелектуального потенціалу та життєвого досвіду. Отже, істина може з легкістю бути зміненою завдяки метафорі, яка сприймається та розуміється різними людьми по-різному й тому відкрита для інтерпретування. Дж. Лакоф стверджує, що переважно